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WHO'S WHO IN ADVERTISING

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Who's Who In Advertising

Who's Who in Advertising

1916

Detroit

Business Service Corporation

1916

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Foreword

During the past ten years notable strides have been made in the advancement of business ethics. No single element can be held more responsible for this evolutionary progress than modern advertising.

From a more or less mysterious charlatanism advertising has gradually risen to the dignity of a profession, if not a science. For its character of present respectability it is indebted to the ceaseless efforts of an ever growing body of resourceful, determined and purposeful men.

It is the purpose of this, the First Edition of WHO'S WHO IN ADVERTISING, to reflect a certain measure of historical data in connection with those individuals who have so worthily contributed, and continue to contribute, the best that is within them toward the realizaion of an ideal so aptly expressed in the slogan: "Truth in Advertising."

Were it possible to present in a volume of this character biographical sketches of every man who has worthily contributed to the advancement of advertising its value would be stupendous, and our satisfaction correspondingly great. As it is, we present this First Edition with an all too poignant realization of its shortcomings. There are not a few whose appearance in this volume we did our best to insure, but from whom we failed to secure a measure of co-operation we regret. There are doubtless quite as many more, equally entitled to a place in such a work, of whose fitness to appear authorities consulted failed to suggest the pertinency of an invitation. It is our earnest hope that with succeeding editions we may more fittingly approximate a result both valuable and complete. With the appearance of this edition we shall welcome every suggestion to that end.

To the large number of friends who have so willingly afforded such a helpful measure of assistance we desire to express our grateful thanks. We are particularly grateful to those officers of clubs affiliated with the Associated Advertising Clubs of the World who submitted the names of members entitled to a representation in this book. To Mr. George French we acknowledge most grateful help for suggestions as to artistic page and margin arrangements. To the publishers of "Who's Who in America" we are indebted for a most gracious permission to the use of our title "Who's Who in Advertising."

At the conclusion of the personal sketches contained in this book, it has seemed fitting to append a short history of the Associated Advertising Clubs of the World, together with a complete list of its present officers, directors and departmental heads. A complete roster of the clubs composing it, together with their chief officers, follow, as no attempt to reflect advertising advancement would be complete without a fitting acknowledgement of the important part this organization has taken, and will continue to take, in insuring for the profession a recognition its accomplishments justify and demand. For the hearty co-operation that has made the addition of this data possible we are pleased to acknowledge our gratitude to the Secretary of the Associated Advertising Clubs of the World, Mr. P. S. Florea.

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Who's Who in Advertising

ACKERMAN, Ernest, Co-partner Ackerman-DeWild Advertising Service, Minneapolis, Minnesota. Born January 14, 1883, New Hartford, Iowa. B. D. Iowa State Teachers College, 1904. Manager Northwestern Branch Whitehead & Hoag Company. Formerly Superintedent of Schools, Kalona, Iowa; Instructor in English and Rhetoric Charles City High School. Lecturer on Retail Advertising. Editor Charles City, Iowa, Daily Intelligencer. Advertising Manager Redpath-Vawter Chautauqua System, Cedar Rapids, Iowa. Originator of Chautauqua and Lyceum newspaper advertising copy now universally used in Middle West. Ex-Secretary Cedar Rapids Ad Club. Member Minneapolis Advertising Forum. Chairman Educational Committee the same. Address 811-815 Security Bank Building, Minneapolis, Minnesota.

ADAMS, Gridley, Advertising Manager Stewart Warner Speedometer Corporation, Chicago, Illinois. Born August 17, 1872, Cromwell, Connecticut. Public Schools. Clerked in Stores. Seven years with Pope Manufacturing Company, part of time in charge of territory, placing exclusive agencies, etc. First man to ever get a department store to handle bicycles and agree to maintain list prices. Previously advertising manager Yawman & Erbe, Rochester, New York; Stoddard-Dayton Company, Dayton, Ohio; United States Motor Company and Aeolian Company of New York. Also promotion manager for Collier's Weekly; Cosmopolitan and Woman's Home Companion. Author of the well known trademark. Contributor to advertising periodicals. Extensive speaker on salesmanship and advertising topics. Strong advocate of Parcel Post before commercial bodies prior to its adoption. Member Advertising Association of Chicago. Vice-president the same, 1915-16. Member Executive Club, Chicago. Member Sphinx Club of New York City. Member Association of National Advertisers. Address, 1826 Diversey Boulevard, Chicago, Illinois.

ADAMS, Samuel Hopkins, Author, Journalist, Advertising Investigator. New York Tribune staff, New York City. Born January 26, 1871, Dunkirk, New York. A. B. Hamilton College, 1891. For ten years student of proprietary medicines and their advertising. Author "The Great American Fraud," "The Adams Articles" on advertising in New York Tribune, "The Clarion," "The Health Master," etc. Notable contributions on advertising and health subjects in Colliers', New York Tribune, McClure's, Ladies Home Journal, Delineator, etc. Public speaker. Associate member American Medical Association. Trustee National Society for Prevention of Cancer, Trustee Life Extension Institute, Member American Public Health Association. Trustee Hamilton College, Member National Society Prevention of Tuberculosis, etc. Address Ensenore, Cayuga County, New York.

AIKEN, John Gayle, Jr., Advertising Manager Maison Blanche Company, New Orleans, Louisiana. Born August 21, 1887, New Orleans, Louisiana. B. A. Tulane University, 1907. Largely responsible for the success of the "Maison Blanche," the largest department store in the south. Speak-

er and lecturer on advertising and efficiency. Lecturer same, Tulane College of Commerce and Business Administration. Member Ad Club of New Orleans. President same, 1914-15. Address, 2427 Camp Street, New Orleans, Louisiana.

ALLEN, John Kermott, Advertising Manager The Christian Science Monitor, Boston, Massachusetts. Born May 9, 1858, Chelsea, Michigan. Public schools. Engaged in class publication work early, owning for a time "The American Advertiser," thought to be the first publication in the United States devoted to advertising. Also was principal owner of "Domestic Engineering," "Ingenieria," and "Engineering Directories," all of Chicago. In his work on the Monitor has been identified with a movement for higher newspaper standards that has become a recognized ideal. Active speaker on advertising, business and civic subjects. Conceived the idea of Standards of Practice, adopted by the Toronto Convention of Associated Advertising Clubs of the World, perhaps the most important action of that convention. Chairman Program Committee of that Convention, 1914. Treasurer "Ford Hall Foundation." Member Pilgrim Publicity Association of Boston. Member its Board of Directors four years; Chairman same two years. Address, Falmouth and St. Paul Streets, Boston, Massachusetts.

ANDERSON, Lee, Sales & Advertising Manager, Hupp Motor Car Co., Detroit, Michigan. Born February 13, 1883, Grand Rapids, Michigan. High School, Special College Courses, 1901-02. Previously Detroit News and Tribune; Chalmers Motor Company 1909-15. Public speaker. Member Detroit Adcraft Club, Advertising Affiliation, Association of National Advertisers. Successively Vice-President Adcraft Club, 1913-14. President Adcraft Club, 1914-15. President Advertising Affiliation, 1914-15. Membership Committee, Association of National Advertisers. Address, 172 Farrand Park, Detroit, Michigan.

ANDREWS, Barrett, with "Every Week" and Associated Sunday Magazines, New York City. Born December 27, 1883, Morrison, Illinois. Attended University of Chicago, 1906. Director Gramatan National Bank, vice-president Vogue Publishing Company, secretary Vanity Fair Publishing Company, Inc., secretary Conde Nast Company, president The Hudson Special Agency, all of New York City. President Eastchester Mortgage & Realty Company. Member Sphinx Club. Member Quoin Club. Address, 95 Madison Avenue, New York City.

APPEL, Joseph H., Director Publicity John Wanamaker, New York City. Born, July 19, 1873, Lancaster, Pennsylvania. A. B. Franklin & Marshall College, 1892. Admitted to bar of Lancaster County, 1896; of Philadelphia County, 1897; 1896 to 1899 state editor, city editor, news editor, night editor and editorial writer Philadelphia Times; 1899 to 1901, assistant in advertising department John Wanamaker, Philadelphia; 1901 to 1911, advertising manager; 1911 assumed direction entire advertising management of New York and Philadelphia stores John Wanamaker as sales manager and director of publicity. Originated the human interest "News" style of advertising used in Wanamaker copy. Author "My Own Story." Public and

after dinner speaker. Contributor to advertising magazines constantly. One of the founders The Poor Richard advertising Club and member Union League, Philadelphia. Member Advertising Men's League of New York. Sphinx Club, New York City. Address, Rockledge Hall, Riverside and One Hundred and Second Street, New York City.

ASH, Theodore E., Theodore E. Ash Advertising Service, Philadelphia, Pennsylvania. Born September 5, 1878, Philadelphia, Pennsylvania. High School. Five years in agency work. Five years with newspapers. Later connected with Publicity Department Munsey's Magazine, 1912. Publicity Manager The American Magazine, 1911. Author latter's slogan, "The National Shop Window." Associate editor Printers' Ink, 1913-14. Made extensive European tour to study and report foreign selling and advertising conditions. Contributor to advertising and trade periodicals. Speaker on advertising topics. Edited and published the daily newspaper for Boston Convention Associated Advertising Clubs of the World. Member Poor Richard Club of Philadelphia. Secretary same, 1915. Member Advertising Men's League of New York. General secretary Convention Committee for 1916, Philadelphia Convention Associated Advertising Clubs of the World. Address, Bulletin Building, Philadelphia, Pennsylvania.

BABCOX, Edward S., Advertising Manager Firestone Tire & Rubber Company, Akron, Ohio. Born September 26, 1885, Plymouth, Ohio. High School. Formerly advertising manager Yawman & Erbe Manufacturing Company, three years, previous to which assistant advertising manager Burroughs Adding Machine Company. Contributor to advertising periodicals. Advertising speaker. Chairman educational work Rochester Ad Club, 1910-11. Member Cleveland Ad Club. Member Association of National Advertisers. Director same one year. Chairman Systems Committee same two years. Member Associated Advertising Clubs of the World. Address 55 Marshall Avenue, Akron, Ohio.

BAKER, William Henry, Writer on Business, Cleveland Ohio. Born December 14, 1869, Philadelphia, Pennsylvania. Public Schools. From 1914 to 1915 Secretary and Advertising Manager English Woolen Mills Company, Cleveland, Dayton, Detroit and Louisville. Closely identified with its success in creating the "self-respecting, cheap-tailor, chain-store" idea. Author "Dictionary of Engraving," 1908. "Dictionary of Men's Wear," 1908. "Dictionary of Advertising," (in preparation). Contributor to business and advertising periodicals. Organized Associated Publishers' Commercial Periodicals, 1902. Founder and editor The Gentleman's Magazine, Chicago, 1901-2. Editor Cleveland Athletic Club Journal, 1913 to date. Organized first Advertising Club in Chicago, 1894. President Associated Advertising Club of Chicago, 1894-6. Member Cleveland Advertising Club. Member Vigilance Committee, Cleveland, Ohio, 1914-15. Address, 1020 Engineers Building, Cleveland, Ohio.

BALDWIN, Horace E., Manager Foreign Advertising, Joliet Herald-News, Joliet, Illinois. Born September 25, 1853, Lacon, Illinois. Public Schools. A consistent champion of

clean newspaper advertising, refusing liquor, objectionable patent medicine and fake advertising of every kind. Among the first newspaper managers to refuse trading stamp advertising. Organizer and first president Advertising Club of Joliet, 1912. Member Executive Committee and chairman Educational Committee same, since 1912. Address, 224 Collins Street, Joliet, Illinois.

BARRETT, Thomas A., Treasurer The Orange Judd Company, New York City. New York manager Phelps Publishing Company and The Bushnell Company. Born September 25, 1866, Brooklyn, New York. High School. Actively engaged for thirty years with the American Agriculturist and the Orange Judd Company. Member Board of Recreation Commissioners, East Orange, New Jersey. Member Agricultural Publishers' Association. Member Periodical Publishers' Association of America. Treasurer same, 1915. Member Sphinx Club, New York; Aldine Club, New York; National Arts Club, New York; Advertising Men's League of New York, Representatives Club of New York. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 315 Fourth Avenue, New York City.

BARSTOW, Ralph Merrill, Secretary and Treasurer General Indemnity Corporation. Manager Indemnity Check Department, G. W. Todd & Company, Rochester, New York. Born, January 2, 1884, Binghamton, New York. Public school system of Boston. Assistant secretary Rochester Chamber of Commerce in charge of publicity, 1909-1914. Author "The Prevention of Fires," "How Fakers Fake," "Individual Fire Fighting," "The Smoke Shroud," "Accident Prevention." Contributor to advertising periodicals and business magazines. Public speaker. Associate editor "The Bumble Bee." Member and ex-director Rochester Ad Club. Address, 157 Mulberry Street, Rochester, New York.

BATES, Charles Austin, President Fidelity Bond & Mortgage Company, New York City. Born April 18, 1866, Indianapolis, Indiana. Public Schools. Chairman Executive Committee Colorado-Yule Marble Company. Chairman Executive Committee Rutherford Rubber Company, Rutherford, New Jersey. Out of direct personal contact with advertising work since 1903. Prior to that time specialist in advertising plans and copy, general agency service, publisher of advertising periodicals, writer of "advertising for advertising," and active promoter of trade projects. One of the very first to emphasize and give service. One of the first to include mail follow-up on the trade with consumer plans. A pioneer among advertising men who stood for higher ideals in advertising, and a copy writer of note when such ability was rare. Author of "Good Advertising," 1896; "Art and Literature of Business," six volumes, 1902, and numerous books on advertising different retail trades. Editor Department of Criticism, Printers' Ink, 1894-98. Treasurer Sphinx Club of New York, 1897-98. Address, 334 Fifth Avenue, New York City.

BELLATTY, Charles E., Publicity Engineer, H. B. Humphrey Company, Boston. Born June 4, 1877, Ellsworth, Maine. High School, 1896. Bowdoin College, 1898-99. Pligrim Publicity Association advertising course,

1912-13. Boston University, 1914. Identified with the advertising success of Plymouth Rock Squab Company, Pohlson Galleries, Bluine Manufacturing Company, Friend Soap Company, Minard's Liniment Manufacturing Company, etc. Originated Herman's United States Army Shoe trademark. President New England Intercollegiate Press Association, 1899-1900. Established course in Advertising Boston University, 1913-15. Lecturer on advertising Boston Y. M. C. U., 1915. Publicity counsel Massachusetts State Department of Health, 1915. Publicity engineer four National Conventions in Boston. Chairman Publicity Committee Drama League of Boston, 1911. Charter member Boston Admen's Club and Pilgrim Publicity Association of Boston. Member Boston Press Club. Member Executive Committee Boston Admen's Club, 1908. Chairman Publicity Committee same, 1908-9. Chairman Publicity Committee Pilgrim Publicity Association, 1910. Chairman Committee on Monthly Meetings same, 1911. Associate editor Pilgrim Publicity Association "Bulletin," 1909. Address, 44 Federal Street, Boston, Massachusetts.

BENJAMIN, Charles L., Secretary Klau-Van Pieterson-Dunlap Advertising Agency, Milwaukee, Wisconsin. Born August 7, 1870, Washington, District of Columbia. Public Schools. 1889-90, Editor Printers' Ink. 1890-95, advertisement writer the Century Company. 1895-98, retail advertising service. 1898, Spanish war, Porto Rican campaign. 1899-1903 government service in Cuba. 1903-5, special business and advertising writer. 1905-14, advertising manager The Cutler-Hammer Manufacturing Company, Milwaukee. Writer of the first Century Dictionary advertisements, and one of the pioneer writers of mechanical piano player copy. Author of 1914 series of Eveinrude Motor advertisements. Contributor to advertising and trade periodicals. Speaker and lecturer on advertising subjects. Member Milwaukee Club, Milwaukee Press Club, associate member American Institute of Electrical Engineers. Member Advertisers Club of Milwaukee. Vice-president same, 1912. President same, 1913. Member Board of Governors same, 1915. Address, 2915 Wells Street, Milwaukee, Wisconsin.

BESACK, William H., Head William H. Besack Advertising Service, Kansas City, Missouri. Born January 18, 1862, Guthrie Center, Iowa. Public Schools. Advertising counsellor, especially interested in profitable house organ work. Originator "Paint-ology," and editor same for eighteen months. Identified with a number of nationally successful advertising campaigns while connected with leading Philadelphia and Chicago advertising agencies. Member Kansas City Advertising Club. First vice-president same, 1913-14. President same, 1914-15-16. Address, 811-912 Lathrop Building, Kansas City, Missouri.

BLACK, Frank Adolphus, Advertising Manager William Filene's Sons Company, Boston, Massachusetts. Born January 1, 1877, Romford, Essex, England. English Private, and American Public Schools. Formerly advertising manager Marshall Field & Company, five years. Advertising manager Walter A. Wood Mowing & Reaping Machine Company, three years. Advertising Man-

ager National Lead Company, one year. Advertising department John Wanamaker's, four years. Formerly member Sphinx Club and Advertising Men's League of New York. Member Pilgrim Publicity Association of Boston. President Retail Department Associated Advertising Clubs of the World, 1914-15. Re-elected same, 1915. Chairman Retail Department Pilgrim Publicity Association, 1914-15. Chairman Board of Directors Pilgrim Publicity Association, 1915. Address, 28 Rangeley, Winchester, Massachusetts.

BLACK, Morris A., President and General Manager The H. Black Company, Cleveland, Ohio. Born May 31, 1868, Toledo, Ohio. A. B. Harvard, University, 1890. Closely identified with the success through advertising of "Wooltex Garments." Promoter of their trade name, "Wooltex." Speaker on advertising and business subjects. President Cleveland Chamber of Commerce, 1914. Chairman Civic League of Cleveland. Member Cleveland Ad Club.. Address, 1912 Superior Avenue, Cleveland, Ohio.

BLAKE, Frank D., Director of Publicity Deere & Company, Moline, Illinois. Born May 18, 1862, Cedar Rapids, Iowa. Early work as lawyer, newspaper and magazine writer. Also special advertising writer for retail and real estate lines. For fifteen years specialized in agricultural machinery advertising, in connection with which promoted and edited numerous agricultural house organs. and periodicals for the retail implement trade. For twelve years has planned and executed all advertising campaigns for Deere & Company, producing practically all of their publicity material. Originator of numerous Deere & Company slogans. Address, Moline, Illinois.

BLANCHARD, Frank Leroy, Editor of "The Editor & Publisher," New York City. Born, June 12, 1858, Lewiston, Maine. A. B. Bates College, Lewiston, 1882. For ten years conducted advertising course 23rd Street Y. M. C. A., New York City. Previously member of staff the Hampton Advertising Agency and Frank Seaman, Inc., New York City. Contributor to advertising and technical publications. Public speaker and lecturer on advertising. Member Advertising Men's League of New York City, Associated Advertising Clubs of the World. Chairman Committee on Schools and Y. M. C. As. of the Associated Advertising Clubs of the World. Member Committee on Education the same. Fourteen years on Lecture Staff New York City Board of Education. Address World Building, New York City.

BLUM, Charles, President and General Manager Charles Blum Advertising Corporation, Philadelphia, Pennsylvania. Born January 1, 1880, Philadelphia, Pennsylvania. Graduated Central High School 1897 B. S.; Special Civil Engineering Course. From 1897 to 1899, Civil Engineering. From 1899 to 1907, connected with the Ireland Advertising Agency. Collaborated with H. I. Ireland in creation of "Aunty Drudge" and subsequent successful Fels Naphtha campaigns. Originated the Evening Bulletin's slogan, "In Philadelphia nearly everybody reads the Bulletin," which obtained considerable popularity through his composite perspective photograph treatment, later used by Everybody's Magazine, Christian Herald, etc. Organized own business

1907, since which time has been responsible for numerous national advertising successes, principally auto accessories, seeds and flowers, books, and suburban and farm home supplies. Originated among other slogans, "Turn Miles Into Smiles," "Look at the Rear Springs," and the Lee Tire & Rubber Company's "Laughing Face" trademark, "The Wizard Twins," etc. Interested in mail order research work. Contributor to trade and advertising periodicals. Advertising lecturer and speaker. Member Association of Philadelphia Advertising Agents. One of the founders of same, and its first Secretary. Secretary and member Executive Committee, same, until June, 1915. Address 608 Chestnut Street, Philadelphia, Pennsylvania.

BOLLES, Frank G., Assistant to the President Carbo Steel Post Company, Chicago, Illinois. Born June 4, 1865, Watertown, Wisconsin. Common Schools. Identified previously with advertising successes of Bullock Electric Manufacturing Company, Mosher Steam Separator and Allis-Chalmers Company. Also previously identified with Evinrude Motor Company and Westinghouse Companies. For four and a half years in Europe investigating commercial conditions along mechanical lines. In 1900-1-2 engaged in standardizing sizes of advertising literature. Contributor to advertising periodicals. Speaker on export advertising conditions. Member Milwaukee Advertising Club. Address, 881 Rand McNally Building, Chicago, Illinois.

BOWLES, Joseph L., General Secretary Knoxville Board of Commerce, Knoxville, Tennessee. Born January 18, 1880, Savannah, Georgia. Preparatory School. Identified with advertising and marketing of the William J. Oliver Plow. Author of the slogan, "It's in the Landside." Contributor to advertising and trade papers. Public speaker. Secretary Knoxville Advertising Club. Address, 422 South Gay Street, Knoxville, Tennessee.

BRADY, Curtis P., Treasurer and General Manager Woman's World, Chicago, Illinois. Born May 26, 1877, Davenport, Iowa. From 1896 to 1900 assistant advertising manager McClure's Magazine. 1901 to 1907, advertising manager same. 1908 to 1911, secretary and business manager same. Treasurer and general manager Woman's World since 1911. Author of the slogan, "Market Place of the World." Former president of Quoin Club, 1904. Member Advertising Association of Chicago. Address, 107 South Clinton Street, Chicago, Illinois.

BRAMLEY, Herbert Wright, Sibley, Lindsay & Curr Company, Rochester, New York. Born February 24, 1867, Jordan, New York. B. A. University of Rochester, 1890. Newspaper work Rochester Herald and Rochester Post-Express, 1890-92. Advertising manager Sibley, Lindsay & Curr Company, 1892-1914. Active in affiliation and local advertising club affairs. Speaker on advertising subjects. Member Rochester Ad Club since its organization. President same, 1911-12. Member Sphinx Club, New York, since 1898. Director Advertising Affiliation, 1910-11; also, 1914-15. Treasurer Advertising Affiliation, 1915. Address, 250 Main Street East, Rochester, New York.

BREITENBACH, Harry P., of Staff J. Walter Thompson Company, Detroit, Michigan. Born October 9, 1878, Detroit, Michigan. A. B. University of Michigan, 1901, A. M. the same, 1903, Ph. D. the same, 1909. Teacher of English and Journalism University of Michigan, 1905 to 1912. Previously in newspaper work; also on editorial staff "Engineering News," New York City. Identified with a number of national advertising successes. Creator of slogans, "You Could Dip This House in Water," "Lasbestos," etc. Engaged in research on evolution of advertising forms. Author of several monographs on scientific phases of rhetoric. Contributor to advertising and technical periodicals. Advertising lecturer. Advisory editor "Structural Conservation." Member Detroit Adcraft Club, Detroit Advertising Association. Chairman Educational Committee Detroit Adcraft Club, 1914. Vice-President the same, 1915. Chairman Advertising Council, the same, 1915. President Detroit Advertising Association, 1915. Address Kresge Building, Detroit, Michigan.

BRIGGS, A. M., President The A. M. Briggs Company, Chicago, Illinois. Born January 12, 1874, Buffalo, New York. Public Schools. Prominently identified with the improvement in Poster Advertising Service. Compiler of exhaustive data relative to local conditions and probabilities in connection with poster publicity. Speaker on poster advertising and its possibilities. Chairman Educational Committee Poster Advertising Association, in charge of campaign putting out religious and uplift posters throughout United States and Canada. Member Chicago Advertising Association. Member Executive Committee Associated Advertising Clubs of the World for four terms, 1911-16. Also member National Commission, Associated Advertising Clubs of the World. Address, Peoples Gas Building, Chicago, Illinois.

BRITTON, Mason, Manager "American Machinist," New York City. Born August 28, 1882, Petersburg, Virginia. Has been connected with the Hill Publishing Company, publishers of the "American Machinist," "Engineering and Milling Journal," "Power," "Engineering News" and "Coal Age" for fourteen years. As member of Educational Committee, of the Advertising Men's League, and later, as chairman, assisted in carrying on their research work in the principles of appeal and response at Columbia University. Originated and wrote the "Advertising Code" of the Hill Publishing Company, the first advertising code in the trade and technical paper field. Represented Trade and Technical Press in the "Bull-pen" at Baltimore convention Associated Advertising Clubs of the World. Member New York Trade Press Association. Director same, 1913-14. Member Advertising Men's League of New York City. Treasurer same, 1908-12. Director and chairman Educational Committee same, 1914-15. Address, Hill Publishing Company, Hill Building, New York City.

BROOKS, Sidney M., Proprietor S. M. Brooks Advertising Agency, Little Rock, Arkansas. Born September 24, 1886, Memphis, Tennessee. Identified with success of "Betsy Ross" coffee and tea. Author "About Advertising," newspaper syndicate series. Contributor to periodicals. Speaker on advertising topics. Sec-

retary Little Rock Rotary Club. Secretary International Association of Rotarian Advertising Agencies. Member Advertisers Club of Little Rock. President same two terms, 1914-15, 1915-16. Address, 808 State Bank Building, Little Rock, Arkansas.

BROWN, Henry C., Advertising Manager Victor Talking Machine Company, Camden, New Jersey. Born December 21, 1871, Mobile, Alabama. Mobile Military Academy. Closely identified with the great success of the Victor and Victrola talking machines and Victor records. Frequent contributor to advertising periodicals. Active speaker on business and advertising subjects. Member Sphinx Club of New York City. President Sphinx Club, 1914-15. Vice-President same, 1915-16. Address 1721 Memorial Avenue, Philadelphia, Pennsylvania.

BROWN, James Montgomery, Vice-President and General Manager The Fort Worth Record, Fort Worth, Texas. Born September 30, 1880, Lewisburg, Greenbrier County, West Virginia. For five years advertising manager The Fair Department Store, Fort Worth, Texas. For seven years general manager same. Originator of "The Fort Worth Plan" for use of Truth Emblem as guarantee of truth in advertising. Contributor to advertising and trade periodicals. Charter member Fort Worth Ad Men's Club. Vice-president same, 1908. President same, 1909. Member Executive Committee Associated Advertising Clubs of the World, 1910. Member Rotary Club. Director Fort Worth Chamber of Commerce. Director Fort Worth Merchants Association. Address, 2311 Sixth Avenue, Fort Worth, Texas.

BROWN, Seth, Editor "American Business," Chicago, Illinois. Born May 21, 1863, Oberlin, Ohio. Extensive experience in agency work, advertising magazine field and as independent contributor to advertising periodicals. Slogan, "What Is the Good of Unknown Good?" Author "Advertising Facts and Fallacies," "Advertising Agency Relations," etc. Constant contributor to advertising magazines. Extensive public speaker. Member Chicago Advertising Association, Business Executive Club, Chicago, Illinois. President and founder of Cleveland, Ohio, Advertising Club. One of the charter members and organizers of Detroit Adcraft Club. First secretary Associated Advertising Clubs of the World. Address, 123 West Madison Street, Chicago, Illinois.

BROWNELL, Charles A., Director of Advertising Ford Motor Company, Detroit, Michigan. Born, October 8, 1853, Westville, Franklin County, New York. Public schools. Early newspaper experience and wide business training. Closely identified at times as counsel and advertising agent with the success of each of the following: Olds Motor Works, "Oldsmobile," until September, 1908; "Mapleflake," for first three years; Waterman Marine Motors, "White Frost Refrigerator," Trussed Concrete Steel Company, "Hy-Rib" and "U. S. Lath," "Nyal Face Cream," "Everstick Rubbers," Goodrich Rubber Company, Goodyear Rubber Company, Ford Motor Company. Slogans, "You see them wherever you go, and they go wherever you see them," "Best Things on Wheels," "Makes a

Motor Boat of Any Boat," "The Universal Car," etc. Author, "My Credo," "Come Let Us Reason Together," "Advertising," etc. Public speaker. One of the founders and honorary member Detroit Adcraft Club. Address, 114 King Avenue, Detroit, Michigan.

BRYAN, Charles F., President The Bryan Company; Vice-President Thomas Cusack Company, Cleveland, Ohio. Born December 20, 1872, Cleveland, Ohio. Public Schools. Member Outdoor Advertising Association. President same, 1915. Member Cleveland Advertising Club. Member Outdoor Advertising Club. President same, 1915. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 2120 East Nineteenth Street, Cleveland, Ohio.

BUCK, Glen, Proprietor "Glen Buck Advertising," Chicago, Illinois. Born November 4, 1878, Cedar Springs, Michigan. Lawrence University. Previously with Olds Motor Works, The Buck's Stove & Range Company, Butler Brother and Ford Motor Company. Designer of the following well known trademarks: Ford Motor Company, J. K. Stewart Manufacturing Company, Packard Pianos, Van Houghton Cocoa, Edison-Dick Mimeograph. Author "Success in Retailing," "The Glen Buck Books," plays, etc. Special lecturer at University of Misouri, University of Wisconsin, University of Chicago. Life member American Naturalists Club. Director same. Life member American Game Protective Association. Vice-president Gardner Advertising Company of St. Louis. Director American Taboid Company. Address, Michigan Boulevard Building, Chicago, Illinois.

BUCKLEY, Homer J., President Buckley, Dement & Company, Chicago, Illinois. For 15 years with Marshall Field & Company, Chicago, starting as office boy and eventually manager of follow-up advertising. Author "Data Book of Mail Order Advertising." Contributor to "Library of Advertising." Contributor to advertising periodicals. Public speaker. Charter member, one of original 13 organizers, and director for eight years of the Advertising Association of Chicago. Chairman direct advertising department Associated Advertising Clubs of the World, 1914-1915. Chairman Advertising Committee Association of Commerce, Chicago, Illinois. Address, 605 South Clark Street, Chicago, Illinois.

BUDD, John, President and Treasurer The John Budd Company, New York, St. Louis and Chicago. Born, July 9, 1867, Cape May County, New Jersey. Previously with "Grit," first as circulation manager and later as advertising manager. For 14 years advertising representative of newspapers in general field. Now handles all phases of general advertising carried by twenty-four newspapers. Regular contributor to advertising trade press, and frequent speaker at advertising meetings. Author of "Once Luxuries, Now Necessities," "From Desire to Demand," "Multiplying the Voice," "Publicity Rapid Fire Gun," etc. Member Advertising Men's League, New York City, Advertising Association of Chicago, etc. Address, New Rochelle, New York.

BUNTING, Henry Stanhope, Publisher and Editor The Novelty News,

Chicago, Illinois. Born August 10, 1869, Galveston, Texas. B. A. Southwestern Presbyterian University, 1891; also, graduate of School of Science, same, 1891. M. D., Harvey Medical College, 1902. D. O., American School of Osteopathy, 1900. Served on the editorial staff of the Chicago morning newspapers from 1893 to 1898. Founder and builder of "The Novelty News," "The Osteopathic Physician," "Osteopathic Health," etc. Discoverer of the fifteen fundamental economo-mathematical laws of advertising presented in "The Elementary Laws of Advertising: and How to Use Them." Author also "The Premium System of Forcing Sales: Its Principles, Laws and Uses," and "Specialty Advertising—The New Way to Build Business." These books are widely used as text and reference works in colleges and universities where courses are given in advertising. Speaker on advertising subjects. Director of The Novelty News Laboratory of Business Economics. Member Chicago Advertising Association; National Premium Advertising Association, Inc.; National Association of Advertising Specialty Manufacturers; Associated Advertising Clubs of the World. Address, 9 South Clinton Street, Chicago, Illinois.

BURPEE, W. Atlee, Founder and President W. Atlee Burpee & Co., Philadelphia, Pennsylvania. Born April 5, 1858, Sheffield, New Brunswick. University of Pennsylvania, 1878. At the age of eighteen founded what has since become the largest mail order seed business in the world. Responsible for its development as a strictly mail order business, he is and always has been, sole author of its one source of development, the "Burpee Seed Catalogue." Believer of mail order sales without follow-up. Director Market Street National Bank, Northern Trust Company, Philadelphia. Trustee Howard Hospital and Sanitarium Association, Philadelphia. Member Executive Board National Farm School. Member Wholesale Seedmen's League, American Seed Trade Association, of which he is an ex-president. Member and ex-president American Sweet Pea Society. Vice-President Sweet Pea Society of Great Britain, Societe Nationale d'Horticulture de France. Director and ex-president Canadian Society. Member Poor Richard Club. Address, 485 North Fifth Street, Philadelphia, Pennsylvania.

BUSWELL, James H., Advertising Counsellor, Otsego, Michigan. Born March 5, 1886, Somers, Wisconsin. Proprietor Buswell Publicity Service. Also director Angle Steel Stool Company, Otsego. Started as errand boy for J. R. Jones Sons & Company, department store of Kalamazoo, Michigan. For six years successively; salesman, buyer, window decorator and advertising man. Specializing now in creating an original service for the direct advertiser. Originator of slogan "Pay if O. K." Author of Chart and Method for Copy Preparation: "Charting the Advertising Channel to the Port-O'-Sale." Speaker on advertising topics. Member Kalamazoo Ad League. Address, Otsego, Michigan.

CAMPBELL, Clarence Wesley, Advertising Manager McFarlin Clothing Company, Rochester, New York Born January 23, 1879, Rochester, New York. Rochester Grammar Schools, 1894. Previously engaged in advertising work with N. W. Ayer &

Son, Philadelphia; The Mora Company, Newark, New York; N. Y. & Ky. Company, Rochester. Prominent in local and affiliation advertising club work; known as the "Conductor" on account of being responsible for a special private train which took 116 men from Rochester to Detroit and return for Affiliation meeting June, 1912. Member Rochester Ad Club. President Rochester Ad Club, 1914-15. Director Advertising Affiliation, 1911-12. Vice-president the same, 1912-13. Address, 110-116 Main Street East, Rochester, New York.

CAMPBELL, William Hunt, Director of Publicity Duffy-Powers Company, Rochester, New York. Born, May 2, 1876, Waverly, Tioga County, New York. High School and Elmira School of Correspondence, 1889-90. Early years in newspaper work. Later Pennsylvania legislative correspondent, going from there to become assistant advertising manager Wanamaker's New York store at its inception. Later advertising manager B. Altman & Company, New York, also Adams' Dry Goods Company, New York. Three years advertising manager Simpson-Crawford Company, New York. Assisted in the organization of Duffy-McInnerney Company of Rochester, 1907. Became secretary of same 1908, continuing same position in charge of the merchandising, selling and publicity, with the merging of the business into the Duffy-Powers Company. Was chairman of Publicity Committee for Rochester Chamber of Commerce for the first Rochester Annual Industrial Exposition. Member Sphinx Club of New York, Rochester Ad Club. President of latter, 1911-12. President Advertising Affiliation, 1912-13. Address, care Duffy-Powers Company, Rochester, New York.

CAPPER, Arthur, Owner and Publisher the Capper Publications, Topeka, Kansas. Born July 14, 1865, Garnett, Kansas. High School. LL. D. Campbell College, 1915. Established and developed the nine Capper publications. Active in civic reform, especially interested in prohibition, woman's suffrage and the labor and peace movements. Elected governor of Kansas, 1914. Member Topeka Ad Club. Member Associated Advertising Clubs of the World. Member National Commission same, 1914-15. President Kansas State Editorial Association, 1909. President Board of Regents, Kansas State Agricultural College, 1911-12. President Kansas Good Roads Association, 1912. Vice-president National Highways Association. Trustee Baker University. Member Executive Board Kansas State Y. M. C. A. Vice-president International Peace and Equity League. Vice-president National Anti-Capital Punishment Association. Member Advisory Council, World's Purity Congress. Vice-president International Jewish Emancipation Committee. Member Advisory Committee National Abstainers' Union. Member Executive Committee "The Governors' Conference," 1915-16. Member Board of Governors of Mooseheart. President Kansas Branch American Association for the Advancement of Colored People. Address, 1031 Topeka Avenue, Topeka, Kansas.

CARROLL, Dan A., Special Newspaper Representative, New York City. Born October 30, 1877, Port Huron, Michigan. Entered advertising work 1898 as advertising solicitor on the Detroit Journal. Later be-

came advertising manager of the Journal, leaving in 1904 to establish himself in New York City as special representative for a group of well known newspapers. Has written on the subject of newspaper advertising and contributed to advertising and trade periodicals. Speaker on advertising topics. Member Sphinx Club, New York City. Advertising Men's League of New York. Poor Richard Club, Philadelphia. Hardware Club, New York. One of the organizers of the Six Point League, ex-secretary and ex-president of the same. Address Tribune Building, New York City.

CARSON, Oswald Beaumont, Advertising Manager and Assistant Sales Manager American Optical Company, Southbridge, Massachusetts. Born February 27, 1883, Brooklyn, New York. High School. Pratt Institute. Adelphi Academy. Formerly advertising department Royal Baking Powder Company, New York; C. E. Sherin Advertising Agency, New York City; E. B. Meyrowitz, as advertising manager, New York City. Advertising manager American Optical Company since 1909. Originator numerous optical trademarks of note. Inventor of several successful patented features in optical goods and advertising devices. Published two successful house organs in the optical trade. Made special study of the commercial and legal essentials in trademark problems. Contributor to national magazines, advertising and trade periodicals. Member advertising selling and distribution schools. Committee of the National Association of Corporation Schools. Member Advertising Men's League of New York, Pilgrim Publicity Association of Boston. Address, Southbridge, Massachusetts.

CASWELL, Harry H., Manager W. F. Young, P. D. F., manufacturers Absorbine, Jr. Secretary Giant Heater Company, Springfield Massachusetts. Born June 28, 1883, Glastonbury, Connecticut. Bridgeport, Connecticut, High School, Glastonbury Academy, Massachusetts College of Osteopathy, 1908. Identified with success of "Absorbine, Jr." Member City Council, Springfield, Massachusetts. Successively treasurer, vice-president and president Publicity Club of Springfield. Member Pilgrim Publicity Association of Boston. Address 75 Temple Street, Springfield, Massachusetts.

CHAMBERLAIN, Alfred E., Member of Firm Knill-Chamberlain-Hunter, Inc., Chicago, Illinois. Born October 21, 1866, Cleveland, Ohio. Washburn College. Publishers' representative. Established firm Knill-Chamberlain in March, 1913, now representing fourteen daily newspapers. Member Western Newspaper Representatives' Association, Chicago. Ex-president same. Member Advertising Association of Chicago. Ex-president of same. Member Associated Advertising Clubs of the World. Member Executive Committee same two terms, 1914-16. Address, 150 Taylor Avenue, Oak Park, Illinois.

CHANDLER, Cleaveland A., Vice-president Amsterdam Advertising Agency, Boston, Massachusetts. Born September 28, 1867, Chicago, Illinois. Educated Boston Latin and St. Paul's, Concord, New Hampshire, 1882-85. Identified with advertising campaigns of Thomas W. Lawson, Boston; Mass-

achusetts Breweries Co., Boston; Hiram Ricker & Sons, South Poland, Maine; H. P. Hood & Sons, Charlestown, Massachusetts. Representative to Massachusetts General Court. Chairman Committe of Mercantile Affairs, 1913-14. Member Boston Advertising Agents' Association, Pilgrim Publicity Association of Boston. Address, 35 Congress Street, Boston, Massachusetts.

CHANEY, Albert Garner, Advertising Manager Titche - Goettinger Company, Dallas, Texas. Born December 7, 1870, Ottumwa, Iowa. High School. Extentive previous experience as practical printer and newspaper man. For past thirteen years identified with present connection. Author of "Advertising Construction Simplified," "Reducing Cost of Selling." Contributor to advertising and trade periodicals, and winner of several advertising prize competitions. Member Dallas Ad League. Director same two years, 1912-13. President same, 1912. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Vice-president Retail Division same, 1915-16. Address, 1421 Pocahontas Street, Dallas, Texas.

CHAPMAN, Clowry, Adviser on Law Relating to Advertising, New York City. Designs, perfects, registers and protects trademarks and labels. Born July 28, 1871, Fort Scott, Kansas. LL. B. University of Michigan, 1894. Co-designer of national "Made in U. S. A." symbol, first prize of Detroit Board of Commerce and El Paso Chamber of Commerce in competition with 119,000. Designer Regal Shoe Buzz Saw trade mark, Rock Island Railroad Globe trademark, and many others. Author "The Law of Advertising and Sales," (two volumes). Contributor to "American and English Encyclopedia of Law." Author of lecture on "Trademarks," for Alexander Hamilton Institute. Author of lecture on "Law That Salesmen Should Know," for International Correspondence Schools. Contributor to legal, business and advertising periodicals. Occasional speaker before ad clubs on "Good Will" and the means of developing and protecting it. One of the pioneers in "Advertising of Advertising," and in fighting fraudulent advertising. Member New York bar. Member Advertising Men's League of New York City. Address, Professional Building, 17 East Thirty-eighth Street, New York City.

CHAPPELOW, Branch Earl, President Chappelow Advertising Company, St. Louis, Missouri. Born September 28, 1875, Logansport, Indiana. Wabash College. Extensive newspaper experience for five years from coast to coast in editorial and advertising capacities. Inaugurated the idea of copy service department for advertisers for various newspapers. Secured valuable advertising experience in New York City while identified with leading agencies. Left New York City in 1903 to take charge of present advertising agency. Prominently identified with numerous national advertising successes—3-in-1 Oil, Champion No. 1 Coated Paper, Laclede-Christy Clay Products, Yellow Strand Wire Rope, etc. Author "Romances and Realities of Advertising," "Straight Talks on Selling Goods," "Desire." Also writer for periodicals on advertising subjects. Member Advertising Club of St. Louis. Address, International Life Building, St. Louis, Missouri.

CHAPPLE, Joe Mitchell, Editor and Publisher The National Magazine, Boston Massachusetts. Born July 18, 1867, La Porte, Iowa. Honorary A. M. Cornell College, Iowa, 1904. LL. D. Lincoln Memorial University, 1915. Continuous experience in newspaper and publishing business since his sixteenth year. Owner and publisher of Ashland Daily Press and National Magazine. Author "The Minor Chord," "Boss Bart, Politician," "Mark Hanna," "Heart Throbs," volumes I and II, "The Panama Canal," "The Happy Habit," "Heart Songs," "Little Helps," "History Making," "Heart Letters," "Heart Chord." Extensive lecturer and speaker. President Julia Ward Howe Memorial Association. Member Boston Chamber of Commerce, Boston City Club, Boston Rotary Club, Press Club of Boston, Ancient and Honorable Artillery and Sons of Veterans of Boston. Member Pilgrim Publicity Association of Boston. Associated Advertising Clubs of the World. Address, 952 Dorchester Avenue, Boston, Massachusetts.

CHERINGTON, Paul Terry. Assistant Professor of Marketing, Harvard University, Cambridge, Massachusetts. Born, October 31, 1876, Ottawa, Kansas. B. S., University of Pennsylvania, 1902. A. M., University of Pennsylvania, 1908. Also attended Ohio Wesleyan University, Puget Sound University, and University of Southern California. Assistant editor, "The Manufacturer," published by Manufacturers' Club of Philadelphia, 1898-1902. On staff Foreign Trade Bureau Philadelphia Commercial Museum, 1902-1908. Editor "Commercial America," 1904-1908. Author "Advertising as a Business Force," 1912. "The Advertising Book," and "Commercial Problems of the Woolen and Worsted Industries" (in preparation for 1916). Teacher of marketing, Harvard Graduate School of Business Administration, 1908 to date. Chairman Committee on Maintenance of Resale Prices, Chamber of Commerce of the United States of America; chairman Study Class Work Committee, Associated Advertising Clubs of the World, 1912-15. Member Pilgrim Publicity Association of Boston. Member National Association of Teachers of Advertising. Vice-president same. Address, Cambridge, Massachusetts.

CHERRY, Walter Barnes, Advertising and Sales Manager Merrell-Soule Company, Syracuse, New York. Born Syracuse, New York. Public Schools. Previously engaged in newspaper work in Syracuse and as road salesman. Prominently identified with successes of None Such Mince Meat and Merrell-Soule Powdered Milk. Creator of his company's trademark, "Merso." Contributor to advertising and trade periodicals. Winner of the Higham Cup at Chicago (1915) Convention Associated Advertising Clubs of the World for "The most constructive paper in the fewest words." Director of the Syracuse Chamber of Commerce. President of the American Specialty Manufacturers Association, 1914-15. Founder and first president Syracuse Advertising Men's Club, 1909-10. Member Executive Committee Associated Advertising Clubs of the World, 1911-15. Vice-president same, 1913-15. Address, 409 University Avenue, Syracuse, New York.

CHRISTIAN, Eugene, Doctor of Food Science, New York City. Born

May 30, 1860, Warren County, Tennessee. Common Schools. President The Christian Company. President The Corrective Eating Society, Proprietor The Christian Dietetic Society. President the American Society for the Prevention of Disease. Slogan, "Give Nature a Chance." Author "Uncooked Foods," "Sun-Cooked Foods," "250 Meatless Menus," "How to Live 100 Years," "Christian's Encyclopedia of Diet," five volumes. Lecturer and public speaker. Contributor to several newspaper syndicates. First to treat disease professionally with food instead of drugs. Wrote the first book and inserted the first advertisement stating that "Wrong Eating is the Cause of Disease and Correct Eating the Logical Cure of Disease." Address, 213 West Seventy-ninth Street, New York City.

CLAGUE, Stanley, Vice-President Taylor-Critchfield Clague Company, Chicago, Illinois. Born April 16, 1872, England. High School. Member and director Chicago Advertising Association. Member Advertising Agents Affiliated Associations. President same. Member Western Advertising Agents' Association. President same. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, Brooks Building, Chicago, Illinois.

CLARK, C. H., Advertising manager Robbins & Myers Company, Springfield, Ohio. Born June 15, 1884, Greenup, Illinois. B. S., E. E. Purdue University, 1906. Formerly assistant advertising manager Western Electric Company, New York and Chicago. In charge of publication work Edison Lamp Works of General Electric Company, Harrison, New Jersey. Advertising manager Goulds Manufacturing Company, Seneca Falls, New York. One of the pioneers in converting the electrical manufacturers from technical and trade paper advertising alone, to general advertising in popular magazines and farm papers. Frequent contributor to advertising, technical and trade periodicals. Occasional speaker before advertising clubs. Member Technical Publicity Association of New York. Advertising Club of Springfield, Ohio. Association of National Advertisers. Address, 550 East Cassilly, Springfield, Ohio.

CLEGG, Sherman D., Ad Writer Neuralgyline Company, Wheeling, West Virginia. Born, April 2, 1868, LaFayette, Indiana. Common schools and business college. Treasurer and general manager Nostriola Balm Company. Closely identified with success of Cascarets Candy Cathartic. Author of slogan "They Work While You Sleep." Extensive experience in mail order advertising and in advertising campaigns for general merchandising. Also specialist in bank advertising. Originator "Nostriola." Author "Building Business by Use of Advertising." Ex-treasurer Wheeling Ad Club. Address, Wheeling, West Virginia.

CLEMENT, Lewis H., President The Whitney & Currier Company, Toledo, Ohio. Born July 30, 1864, Colon, St. Joseph County, Michigan. High School. Teacher Public Schools. Active in advertising pianos and piano players. Trademark "Playerola." Consistent campaigner against fraudulent advertising. Heavy contributor to magazine and trade paper press on the subject of fraudulent advertis-

ing. Public speaker on the same subject before advertising and trade bodies. Treasurer of the May Sign Company. Member and ex-president Toledo Ad Club. Vice-president Central division Associated Ad Clubs of the World. Member of the National Vigilance Committee. Ex-president National Association Piano Merchants of America. Member Rotary Club, etc. Address, 603 Adams Street, Toledo, Ohio.

CLINE, Elmer L., Sales and Advertising Manager Taggart Baking Company, Indianapolis, Indiana. Born March 6, 1884, Bainbridge, Indiana. Two years School of Medicine Indiana University. Litt. B. Princeton University, 1906. Sales and Advertising department Western Grocer Company, 1907-09. Originated and developed "Mary Knows" campaign for Taggart bread. Contributor to advertising and trade periodicals. Vice-president Indianapolis Chamber of Commerce. Member Advertiser's Club of Indianapolis. President same, 1914-16. Address, 5400 Central Avenue, Indianapolis, Ind.

CODY, Sherwin, Publisher, Chicago, Illinois. Born, November 30, 1868, Cody's Mills, Michigan. A. B., Amherst College, 1889. Author "Art of Writing and Speaking English Language," 6 volumes, 1903. "How to Do Business by Letter," 1908. "The Cody System—How to Write Letters that Pull," 1905, now incorporated into "How to Deal With Human Nature in Business—Correspondence, Advertising, Salesmanship," translated into French, German and Italian. Also author of several novels, "In the Heart of the Hills," "Marshall Brown, American Business Man," etc. One of the earliest writers on effective business English (1903). Founder, secretary and managing director "National Associated Schools of Scientific Business." Member Chicago City Club and London Authors' Club. Address, 189 West Madison Street, Chicago, Illinois.

COHN, Ernest, Advertising Manager Kahn Tailoring Company, Indianapolis, Indiana. Born June 26, 1884, Indianapolis, Indiana. High School. Entered employ of Kahn Tailoring Company in a minor position, 1902, becoming advertising manager, 1905. From 1907 to 1910 took the management of a photographic establishment to return as advertising manager of Khan Tailoring Company as director of their proposed national advertising campaign. Originator of the "Grand Kahn." Editor first and oldest tailoring house organ in the country, "The Kahn Messenger." Other house organs, "Good Stuff" and "Fit Facts." Also author of "A Dictionary of the Tailoring and Textile Terms." Contributor to business, trade and advertising periodicals. Member Advertisers Club, Indianapolis Chamber of Commerce. Chairman of Indianapolis Vigilance Committee, winner of Baltimore Truth Trophy at Chicago, 1915. Secretary Indianapolis Ad Script Club two years. Member National Educational Committee Associated Advertising Clubs of the World. Chairman Vigilance Committee, 1914-15. Address, 3929 Graceland Avenue, Indianapolis, Indiana.

COLEMAN, George W., late Director of Publicity W. H. McElwain Company, Boston, Masachusetts. Born June 16, 1867, Boston, Massachusetts. English High School, Boston, 1885 (winner Franklin Medal).

Honorary A. M. Colby College, 1911. Assistant editor Journal of Education. Advertising manager New England Magazine. Publicity manager Walker, Stetson, Sawyer Company. Advertising manager and publisher The Christian Endeavor World. Author "Searchlights," "The People's Prayers," "Democracy in the Making." Contributor to advertising periodicals. Extensive public speaker before commercial bodies and advertising clubs. Director Paul Revere Trust Company, Boston. Director Ford Hall Foundation. President Sagamore Sociological Conference. President Boston City Council, 1915. Member Pilgrim Publicity Association of Boston. President same, 1909-11. President Associated Advertising Clubs of the World two terms, 1911-1913. Address, 354 Congress Street, Boston, Massachusetts.

COOKE, Henry H., Sales Department William Green, a corporation, New York City. Born August 25, 1860, Fairfield, Iowa. Public Schools. Active worker for advancement in Graphic Arts. Contributor to printing trade periodicals. One of the original signers of the "Baltimore Declaration," on behalf of the Department of Printing and Engraving. Member Advertising Men's League of New York. Former director same. Member Sphinx Club, New York. Sustaining member Associated Advertising Clubs of the World. Chairman Graphic Arts Association Departmental same. Member National Commission same, from its inception. Member American Institute Graphic Arts. Address, 627 West Forty-third Street, New York City.

CORDAY, Ben F., President The Corday & Gross Company, Cleveland, Ohio. Born August 19, 1871, Chicago, Illinois. Public Schools. An acknowledged authority on the history and practice of sales creating printing. Author of the slogan, "Anti-Waste Basket Printing." Contributor to business,advertising anw trade periodicals. President of Cleveland Ben Franklin Club. Member Cleveland Advertising Club. Address, 113 St. Clair Avenue, Cleveland, Ohio.

CRADDICK, Harry B., Bank Advertising Specialist, Minneapolis, Minnesota. Born February 10, 1879, Knoxville, Iowa. Iowa State College, 1899. For ten years managed a bank and later devoted special knowledge thus gained to increasing the business of other banks, being one of the first to substitute special feature advertising for the syndicated matter previously employed by financial institutions. Author "Bank Ads That Bring Business," a year book in its fourth year. Contributor to banking journals, editor of financial advertising department of "Commercial West," publisher "Craddick's C. D." financial house organ. Public speaker. Charter member Minneapolis Advertising Forum, later treasurer and director, president, 1915. Address, 1003 First National-Soo Building, Minneapolis, Minnesota.

CROCKETT, Arthur J., Director of Advertising, The Modern Priscilla, Boston, Massachusetts. Born December 29, 1865, Dover, New Hampshire. Graduate English High School, Boston, 1884. Largely responsible for the present success of the advertising department of The Modern Priscilla. Member Pilgrim Publicity Association of Boston. For two

years its treasurer. First vice-president, 1915. Address, The Priscilla Publishing Company, 85 Broad Street, Boston, Massachusetts.

CURTIS, Cyrus H. K., Publisher Ladies Home Journal, The Saturday Evening Post and The County Gentleman. President The Curtis Publishing Company, Philadelphia, Pennsylvania. President The Public Ledger Company, same. Born June 18, 1850, Portland, Maine. A. B. Bowdoin College, 1913. LL. D. Ursinus College, 1913. A publisher since his earliest youth, "Young America," a four-page paper, being published by him at the age of thirteen. Prior to 1876 was advertising solicitor and publisher of newspapers in Boston. In 1876 moved to Philadelphia, where with his brother-in-law, he established the "Tribune and Farmer," followed later, in 1883, by founding the Ladies Home Journal, a success from its inception. In 1897 started The Saturday Evening Post, combining it with the name and good will of the original paper started by Benjamin Franklin under the same name in 1728. Within five years it was a marked success, with a circulation exceeding 500,000. The Ladies Home Journal now exceeds 1,750,000, and The Saturday Evening Post exceeds in circulation 2,000,000. Mr. Curtis is acknowledged as the foremost periodical publisher in the world. Member Union League and Manufacturers Clubs of Philadelphia, The Aldine Club of New York, and many others. Address, Wyncote, Pennsylvania.

DALY, Thomas Augustine, General Manager Catholic Standard and Times, Philadelphia, Pennsylvania. Born May 28, 1871, Philadelphia, Pennsylvania. Villanova College, 1880-87. Fordham University, 1887-89. A. M. same, 1910. Litt. D. same, 1910. Member Poor Richard Club of Philadelphia. Vice-president same, 1915. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 610 South Washington Square, Philadelphia, Pennsylvania.

D'ARCY, William C., President D'Arcy Advertising Company, St. Louis, Missouri. Born September 1, 1873, St. Louis, Missouri. Public Schools. For twenty years engaged in various phases of advertising work, during which period has been identified with a number of nationally successful advertising campaigns. Member Advertising Club of St. Louis. Member Associated Advertising Clubs of the World. Member Executive Committee same, 1914-16. Member National Commission same. Chairman of Committee on Advertising Advertising same, 1915-16. Address, International Life Building, St. Louis, Missouri.

DAVIS, Howard, Business Manager New York American, New York City. Born May 26, 1876, Scranton, Pennsylvania. Public Schools. Business College. Entered newspaper business with Scranton Tribune, 1894, becoming advertising manager, 1899 to 1904. Went to New York City 1904 as special representative. Became eastern advertising manager Chicago Examiner, San Francisco Examiner and Los Angeles Examiner, 1908. Appointed advertising manager New York American same year, and in 1912 appointed business manager. Member Advertising Men's League of New York. Member Sphinx Club, New York. Vice-president same,

1913-14-15. Address, Castleton Park, New Brighton, New York.

DAVIS, Samuel A., Store Service Director, Cleveland, Ohio. Born July 26, 1869, New York City. Public Schools. Formerly advertising manager The May Company, St. Louis, Denver and Cleveland. Founder of the Page-Davis School of Advertising. Joint author "Text Book on Advertising," "Curriculum of Advertising by Correspondence." Contributor to advertising periodicals. Public speaker on advertising and business subjects. Member Cleveland Ad Club. Address, 10207 South Boulevard, Cleveland, Ohio.

DEAN, Tunis Ferdinand, Manager New Academy of Music, Baltimore, Maryland. Born March 3, 1870, Indianapolis, Indiana. Indianapolis Public Schools. Extensive experience as theatrical manager and press representative. Acting for David Belasco, handled many stars, including David Warfield, Mrs. Leslie Carter, Blanche Bates, Frances Starr, Charlotte Walker, etc. Created for Mrs. Leslie Carter title of "The American Bernhardt." Active in promoting Baltimore Centennial. Selected by its committee as "King of the Carnival." Originated "Star Spangled Banner Parade," Atlantic City, 1914, to advertise Baltimore Centennial. Contributed series of European letters to Baltimore Sun, 1903. Director of advertising Luna Park of Pittsburg at its opening, 1911. Member Ad Club of Baltimore, Press Club of Baltimore. Address, 221 West Center Street, Baltimore, Maryland.

DeBOWER, Herbert F., Vice-President and Chairman Executive Committee Alexander Hamilton Institute, New York City; also President Blackstone Institute, Chicago, and DeBower-Elliott Company, Chicago, and Director in various other business corporations. Born March 11, 1874, Vienna, Dane County, Wisconsin. LL. B. University of Wisconsin, 1896. Practised law for two years, after which he became consecutively specialty salesman, sales manager and organizer of his own companies. He put imagination into marketing methods in the educational field and developed extensive and intensive business through wide publicity. One of the early and largest advertisers of educational courses. Close student of advertising and salesmanship and author of "The Art of Salesmanship." Co-author of treatise on "Salesmanship" in the Modern Business Series of the Alexander Hamilton Institute. Member of American Economic Association, Association of Commerce, Chicago Advertising Association of Chicago, etc. Address, 13 Astor Place, New York City, and 20 West Jackson Boulevard, Chicago, Illinois.

DE WEESE, Truman A., Director of Publicity of The Shredded Wheat Company, Niagara Falls, New York. Born on a farm, Miami County, Ohio. High School. Extensive newspaper experience, on both business and editorial sides. Was in charge special publicity for Universal Exposition at St. Louis, originating the "John and Jane Letters." Due to his efforts credited with being "the man who saved the fair." Since 1905 in charge of publicity for The Shredded Wheat Company. Originator of their slogan, "It's all in the Shreds." Author "Practical Publicity: the Art of Advertising," "The Bend in the Road," "Keeping a Dollar at Work."

Contributor to standard and advertising periodicals and newspapers. Speaker on advertising subjects. Member Sphinx Club of New York City, Aldine Club of New York City, Buffalo Ad Club, Association of National Advertisers. Business address, Niagara Falls, New York. Home address, Buffalo, New York.

DICKSON, John A., Western Manager The Youth's Companion, Chicago, Illinois. Born November 20, 1872, Bolivar, Ohio. Until 1898 publisher of "Advertising Experience." From 1898 to date, western manager Youth's Companion. Author of the Fairy Soap slogan, "Fits Every Hand, Fit for Any Hand." Contributor to national weeklies on business subjects. Member Agate Club of Chicago. Member Atlas Club of Chicago; president same, 1910-11-12. Address, 122 South Michigan Boulevard, Chicago, Illinois.

DOBBS, Samuel Candler, Vice-President and Manager Sales and Advertising The Coca-Cola Company, Atlanta, Georgia. Born November 8, 1868, Villa Rica, Georgia. Country Schools. At fourteen assumed charge of his father's plantation, and at eighteen began work with A. G. Candler & Company, wholesale drugs, Atlanta. A year later this firm purchased "Coca-Cola," and Mr. Dobbs started work for the Coca-Cola Company, beings its first salesman on the road. Successively general office man, road salesman, credit manager, sales manager, advertising and sales manager, and in 1913 vice-president. Prominently identified with the success of Coca-Cola. Author of its slogan, "Whenever you see an arrow, think of Coca-Cola." In 1909 elected president of the Associated Advertising Clubs of the World. Re-elected president the following year. During his incumbency performed almost monumental labors in crystalizing sentiment in favor of the Associated and transformed that organization from a struggling association to one of strength, power and size. Founder of the official organ of the Associated, "The Voice," now "Associated Advertising." Contributor to advertising periodicals. Wide public speaker on advertising and club salidarity topics. Member Associated Advertising Clubs of the World. President same, 1909-11. Member numerous committees same. Member Association National Advertising Managers. Address, Atlanta, Georgia.

DREIER, Thomas, Advertising Copy Writer, Cambridge, Massachusetts. Born May 5, 1884, Durand, Wisconsin. Parochial School and High School, 1902. Studied for priesthood. Varied business and nomadic life, specialty salesman, bartender, confectioner, mill-hand, barber, waiter, "devil" and foreman of printing shop, reporter (above from 1902 to 1907). Business manager Sheldon University Press and managing editor Business Philosopher, 1908-9. Editor Caxton Magazine, 1910. Editor Backbone Monthly and managing editor Human Life, 1910. Two and one-half years editor "Associated Advertising," editor "The Printing Art," and a dozen house organs. Author "The Devil of Fear," "Human Chemicals," "Heroes of Insurgency," "The Vagabond Trail," "The Business of Being a Man." Head of the Thomas Dreier Service. Contributor to advertising, trade and literary periodicals. Member Pilgrim Publicity Association, Boston, and for two years member of Board of

Directors. Address, University Press, Cambridge, Massachusetts.

DRYSDALE, K. P., Advertising Manager Cadillac Motor Car Company, Detroit, Michigan. Born February 11, 1868, Peoria, Illinois. High School. Advertising manager Cadillac Motor Car Company since 1905, previous to which was identified with the success of Waverly Bicycles in 1895-96. Slogan, "Cadillac, Standard of the World." Member Adcraft Club of Detroit, also, ex-vice-president. Address, 40 Hendrie Avenue, Detroit, Michigan.

DUNPHEE, Henry W., Advertising Manager President Suspender Company, Shirley, Massachusetts. Also advertising counsel to Merchants National Bank of Leominster, Massachusetts. Born October 4, 1864, St. Louis, Missouri. Common Schools. Previously engaged in newspaper work. Research work in connection with the influence of women in the purchase of men's wear. Closely identified with the success of President Suspender advertising campaigns. Member Pilgrim Publicity Association of Boston. Address, Leominster, Massachusetts.

DURBIN, Robert Holmes, Advertising Manager Strawbridge & Clothier, Philadelphia, Pennsylvania. Born December 9, 1866, Brownsville, Pennsylvania. Common Schools. Crossroads store manager and telegraph operator at 16. Foreman country newspaper at 18. Ten years experience general printing, advertising and newspaper work, Pittsburg and Altoona, Pennsylvania. Catalogue and special advertising work with John Wanamaker, 1897-99. Advertising manager Wanamaker & Brown, 1900. Advertising manager Marks Brothers, 1901; Blum Brothers, 1903-4. Assistant advertising manager Strawbridge & Clothier, 1905-6. Advertising manager same since 1907. Contributor to advertising and trade periodicals. Speaker on advertising subjects. Member Poor Richard Club, Philadelphia. Secretary same, 1909. Chairman Educational Commitee same, 1910. President same, 1914-15. Address, Narberth, Pennsylvania.

ELLIS, Guy W., Sales Manager H. A. Jones Real Estate Company, Detroit, Michigan. Born May 3, 1880, Albany, New York. Common Schools. Secretary and advertising manager Rochester (New York) Evening Times for eight years. Department Manager Garfield Realty Company, Rochester, New York, for four years. Member Rochester Advertising Club, and its first president, 1909-10. Former member of the Board of Directors Advertising Affiliation. Address, 70 Washington Boulevard, Detroit, Michigan.

ERICKSON, Alfred W., President The Erickson Company, Inc., New York City. Also president Newskin Company, director United States Wood Preserving Company. Born September 19, 1875, Brooklyn, New York. High School. For ten years advertising manager Cleveland Baking Powder Company. For two years advertising manager James McCutcheon & Company. Since the establishment of his own advertising agency identified with a number of nationally successful advertising campaigns, Barrett Specification Roofs, Tarvia, Grinnell Sprinklers, Bon Ami, Valspar, Congoleum, etc. Contributor to advertising periodicals. Speaker on advertising topics. Member

Sphinx Club, Advertising Men's League of New York. Member Executive Committee New York Advertising Agents' Association. Vice-president Audit Bureau of Circulations. Address, 381 Fourth Avenue, New York City.

ERSKINE, Frank L., Director and Advertising Manager W. L. Douglas Shoe Company, Brockton, Massachusetts. Born July 29, 1874, Reading, Pennsylvania. Common Schools. Author "The Cobbler and His Last." Largely responsible for the successful advertising of W. L. Douglas shoes. President Old Colony Shoe & Leather Advertising Men's Association, Brockton. Member and director Pilgrim Publicity Association, Boston. Address, 293 West Elm Street, Brockton, Massachusetts.

EVANS, S. Keith, Director Crowell Publishing Company, New York City; The Procela-Radax Company, Pittsburg, Pennsylvania. Born February 19, 1876, Glasgow, Kentucky. Common Schools. 1895 to 1897 with the Southern Cycler, Louisville, Kentucky; 1897 to 1903, with the New York Evening Post; 1903 to fall of 1905, advertising manager Review of Reviews; January, 1906, to September, 1915, advertising director the Crowell Publishing Company, publishers Woman's Home Companion, Farm and Fireside, and American Magazine. Consistent writer and speaker for honest advertising for nineteen years. Inventor the Evans Speedlock for automobiles. Member the City Club, the Aldine Club, New York. Advertising Men's League of New York, Representatives Club, Pilgrim Publicity Association of Boston. Successively secretary, vice-president and president Quoin Club. Address, White Plains, New York.

EYTINGE, Louis Victor, Principal Owner The Eytinge Service, Boston, Massachusetts. Born September 14, 1878, Dayton, Ohio. University. Convicted on circumstantial evidence and serving a life sentence for murder in Arizona State Prison, he stands unique in the advertising world as one who has commanded exceptional recognition in advertising for character and power. Father of the "Mutual Government—Mutual Welfare" movement of the newer penology in 1912. Twice honored by Associated Advertising Clubs of the World with a place on its official programme. Author of "Writing Business Letters," 1914, "Collecting the Coin," 1915. For nine months with Caxton Magazine as staff contributor. Contributor to business and advertising periodicals, as well as for notable contributions on criminology to medical and economic press. Honored by numerous advertising clubs with invitations to honorary membership. Through development of exceptional character and ability has commanded the respect and interest of thousands of advertisers, who are working for his pardon or parole. Address, Arizona State Prison, Florence, Arizona.

FARRINGTON, Frank, Editor Profitable Storekeeping, Chicago, Illinois. Born December 28, 1872, Delhi, New York. High School. One of the best known authorities on advertising the small store and developing the resources of the storekeeper in the small town. Author "Merchants' Success System," "How to Make a Studio Pay," "Selling Suggestions," "Making a Drug Store Pay," "Talks by the Old Storekeeper," "Back in the

Harness," "The Clerk's Book," "John Martin's Clerks," "Retail Advertising—Complete," "Store Management —Complete," "Community Development." Continuous contributor to some 75 trade papers. Speaker and lecturer. Active in community and commercial club development. Address, Delhi, New York.

FERRY, Wallace J., President Ferry - Hanly - Schott Advertising Company, Kansas City, Missouri. Born July 13, 1881, Kansas City, Missouri. High School, 1900. For seven years with Kansas City Star, successively, reporter, sporting editor, dramatic critic and assistant city editor. Left to organize the Ferry-Hanly Advertising Agency, 1909. In charge of the advertising campaign of Southern Pine Association, in their nationally successful exploitation of yellow pine. Closely identified with several nationally successful advertising campaigns. Member Kansas City Ad Club. Address, 519 Commerce Building, Kansas City, Missouri.

FINN, Albert Henry, The Franklin Press, Detroit, Michigan. Born June 15, 1862, St. Clair, Michigan. Common Schools and College Preparatory. Editor at 17 of Royal Oak Midget and Capac Argus. Later editor Fort Gratiot Sun, Port Huron Tribune, Patron's Guide, Farm and Home, Michigan Christian Herald, The Pilgrim Magazine. Advertising manager Detroit Journal, 1890-3. Manager foreign advertising same, 1894-6. Assistant general manager, 1896-1900. Special advertising service Chicago Tribune, 1900-1. Organizer The Franklin Press, Detroit, 1903. Contributor to newspapers and periodicals. Public speaker. Ex-chairman Publicity Committee Detroit Board of Commerce. Prepared and conducted first constructive season's educational course for advertising clubs, while chairman educational work for Detroit Adcraft Club. Lecturer for several years in Advertising Course of the Detroit Technical Institute. Member Detroit Board of Commerce. Member Detroit Adcraft Club. Address, 164 Congress Street West, Detroit, Michigan.

FINNEY, Frank, President Street & Finney, Inc., New York City. Born October 16, 1874, Indianapolis, Indiana. Public Schools. Founded the advertising agency Street & Finney, 1901. Creator of United States Navy advertising. Prominently identified with the advertising success of Savage Automatic Pistol, Beech-Nut Peanut Butter, Educator Shoes, Underwood Deviled Ham. Author of slogans, "Ten Shots Quick," "Aims Easy as Pointing Your Finger," "Taste the Taste," "Head Barber Shaves," "Bent Bones vs. Straight Bones," etc. First to use question blanks for advertising information, interviewing thousands of recruits at Naval Training Stations in 1907-8 to discover proper enlistment appeals. Member Aldine Club, New York City, Advertising Men's League of New York, New York Association of Advertising Agents. Address, 171 Madison Avenue, New York City.

FLOREA, P. S., Secretary and Manager of the Associated Advertising Clubs of the World, Indianapolis, Indiana. Born January 8, 1873, Connersville, Indiana. Butler College, Indianapolis. After serving as manager of a Connersville Public Service Company for some time, moved to Indianapolis, where he engaged in the advertising business. Elected secre-

tary of the Associated Advertising Clubs of the World at the Louisville Convention, in 1909, and has served in that capacity ever since, being elected by acclimation year after year. A long and intimate connection with association work has made him one of the most widely known figures in the advertising business. Member Advertisers Club of Indianapolis. President same. Member Advertising Association of Chicago, Advertising Men's League of New York. Address, 803 Merchants Bank Building, Indianapolis, Indiana.

FOLEY, Richard A., President The Richard A. Foley Advertising Agency, Inc., Philadelphia, Pennsylvania. Born July 17, 1872, Fall River, Massachusetts. High School. Prior to establishing own business extensive newspaper experience. Advertising manager several concerns of prominence. Closely identified with advertising successes of Notaseme Hosiery, Liggett & Myers, Duke's Mixture, etc. Creator of the well-known tobacco character, "Velvet Joe." Author "Every Advertiser," a publicity morality play in three acts, 1912. The first advertising play ever written. Author course in advertising, "Self-Instruction." Editor "Prominent and Progressive Pennsylvanians." Contributor to advertising and business periodicals. Speaker on advertising subjects. Instructor of evening class Central Institute, Philadephia Y. M. C. A., three years; two years in advertising; one year in Commercial English. One of the founders the Poor Richard Club, Philadelphia. Sustaining member Associated Advertising Clubs of the World. Member Advertising Agents Departmental; member Educational Committee of National Commission, the same. Twice president Association of Philadelphia Advertising Agents. Address, Langhorne, Pennsylvania.

FOWLER, Nathaniel Clark, Jr., Advertising Specialist. Born January 21, 1858, Yarmouth, Massachusetts. On staffs of Boston Traveler, 1876-78; Boston Commercial Bulletin, 1879; founder, 1880, Pittsfield, Massachusetts, Daily Journal. Subsequently founded Worcester, Massachusetts, Light. From 1881 to 1888 manager of advertising department of Pope Manufacturing Company. Resigned to take up the practice of advertising specialist. Started first campaign against dishonest advertising. Founded first school of advertising. Originated several catch lines and trademarks, including, "The Prudential Has the Strength of Gibraltar," "Hogless Lard," "Standard of the World," "Long Wear Silverware," etc. Writer of syndicate articles on publicity, business and other subjects. Regular writer McClure's syndicate. Originated the demonstration form of imparting education. Author "About Advertising and Printing," "Building Business," "Dollars and Sense," "Practical Publicity," "Fowler's Publicity," (largest book on advertising ever published), "Ayes of Advertising," "The Boy—How to Help Him Succeed," "Hayfield Mower," "How to Get and Keep a Job," "Gumption," "Starting in Life," "Practical Salesmanship," "How to Save Money," "How to Get Your Pay Raised," "The Art of Letter Writing," "The Art of Story Writing," "The Handbook of Journalism," "How to Obtain Citizenship," (in five languages), "One Thousand Things Worth Knowing," "Toasts and After Dinner Stories," "Speeches For All Occasions," "The

Art of Speech Making," "The Knockers' Club," "Getting a Start," "How to Sell," (in dialogue), "Positions and How to Get Them," "The Turn of the Worm." Address, 1302 Commonwealth Avenue, Boston, Massachusetts.

FOWLER, Richard C., Advertising Manager Detroit City Gas Company. Born October 23, 1883, Grand Rapids, Michigan. B. S. Michigan Agricultural College, 1905. Acts as advertising manager for Grand Rapids Gas Light Company, having designed the complete newspaper publicity campaign for that company which defeated Municipal Ownership in that city, 1915. Author "A. B. C. of Gas Company Advertising." Contributor to trade and advertising periodicals. Speaker before Gas Company gatherings. Chairman Publicity Committee National Commercial Gas Association, 1914. Member Adcraft Club of Detroit. Secretary same, 1911; vice-president same, 1913. Address, Detroit City Gas Building, Detroit, Michigan.

FOWLER, Robert E., Firm—The Printz Biederman Company, Cleveland, Ohio. Born September 23, 1877, Oswego, New York. High School. Two years Ferris Institute, Big Rapids, Michigan. For six years in retail merchandising. Then with The Taylor Brothers Company, Honey Comb Chocolate Chips. The Gros Grocery Company and the Fowler System Company. Author of "Printzess Plio," "Printzess Ardoc," and "Dixie Printzess" trademarks. Identified with the success of the "Printzess Correspondence Course of Retail Salesmanship," and the advertising film, "Mrs. Carter Worthington's Dilemma." Author of "Blue Printing Your Market." Contributor to advertising periodicals. Speaker on advertising subjects. Member Cleveland Chamber of Commerce, Wholesale Merchants and Manufacturers Board. Member Cleveland Ad Club. Director same, 1915. Chairman Research Committee same, 1912-13. Address, 1213 West Sixth Street, Cleveland, Ohio.

FRAILEY, Len. M., Secretary and Advertising Manager Campbell's Soup Company, Camden, New Jersey. Born December 19, 1850, Baltimore, Maryland. B. A. Georgetown University. Early experience in diversified selling lines and shortly after his connection with the house of Campbell was called to assume the position of secretary of the company. Became identified with the advertising of Campbell's soups in connection with the general direction of the sales policy when this product was first marketed and has been largely responsible for their subsequent exceptional success. Generally avoided personal publicity, but has contributed to advertising periodicals and spoken on advertising subjects, always taking advantage of the opportunity to decry some of the things which he considers "evils of the profession." Consistent fighter for clean advertising in newspapers and is backing it up in a practical way by refusing to allow contracts to be placed without the positive assurance that his advertising will not be linked with questionable or unsavory advertising. Member Sphinx Club and Association of National Advertisers, New York City. Address, 32 North Front Street, Camden, New Jersey.

FREDERICK, J. George, Vice-president The Business Bourse, Inc., New

York City. Editor and director Advertising & Selling Magazine, New York City. Born January 14, 1882, Reading, Pennsylvania. Author, Editor, Sales and Advertising Counsellor and Trade Investigator. Editor Judicious Advertising, 1904-6. Managing editor Printers' Ink, 1909-11. Editor Advertising & Selling since 1913. As president of the "Round Table," New York, collaborated with Dr. Hollingworth in extensive psychological advertising investigations. One of the three developers of the "Reason Why" idea in advertising. Extensive speaker and lecturer on advertising and salesmanship. Author of "Breezy," a stimulating book which has run into editions totaling over a million. Contributor to news papers and periodicals. Member Advertising Men's League of New York, and Associated Advertising Clubs of the World. Member City Club of New York. Member National Good Citizenship Movement. Address, 261 Broadway, New York City.

FRENCH, George, Independent Advertising Service, Glen Ridge, New Jersey. Born June 4, 1853, North Clarendon, Vermont. New England Common Schools. Has devoted much time to advertising research and study. A consistent "missionary for advertising advancement." Author "Art and Science of Advertising," "Advertising, the Social and Economic Problem," "Advertising as a Vocation," "The Making of Books," "Printing in Relation to Graphic Art," "Letters," "Health," "Advertising—a Textbook," "New England; What It is and What It is To Be." Contributed to "Letters That Make Good." Author Associated Advertising Clubs of the World "Credo." Frequent speaker on advertising, selling, publishing, printing and civic betterment. Lecturer on advertising in New York University. Acted as expert adviser for several Boards of Trade. Served as expert to Government Printing Office. Charter member Advertising Men's League of New York. Member Executive Committee Associated Advertising Clubs of the World, 1906-7. Address, Glen Ridge, New Jersey.

FROST, E. Allen, General Counsel Poster Advertising Association, Chicago, Illinois. Born March 27, 1871, New Salem, Pennsylvania. A. B. Waynesburg College, 1889. A. M. same, 1890. LL. B. and LL. M. George Washington University, 1891-92. Formerly president Ozark College; assistant to receiver Chemical and National Bank of Illinois; deputy Comptroller City of of Chicago; attorney for Commission on Revision of City Accounts, Chicago; general counsel National Business League of America. With Mr. Joseph T. Talbert designed now prevailing system of accounts for receivers of National Banks. Active in raising standards of outdoor publicity. Member Poster Advertising Club, Chicago. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 29 South La Salle Street, Chicago, Illinois.

FRYE, W. Philip, Advertising Manager Royal Worcester Corset Company, Worcester, Massachusetts. Born May 14, 1883, Hopkinton, New Hampshire. Grammar and High School. For nine years advertising manager of the Royal Worcester Corset Company and as such responsible for many of the leading corset campaigns of the country, in which have

been featured the famous trademarks "Bon Ton," "Royal Worcester" and "Adjusto." Originated the idea of using in conspicuous and refined way actual photographs of corsets on living models. Conceived distinctive new methods of making pen and ink drawings of corsets. Set the standard by which corset advertising has been elevated to very high plane. Contributor to advertising and trade periodicals. Member Worcester Publicity Association. Director and vice-president same. Address, 15 Irving Street, Worcester, Massachusetts.

FULLER, Fred R., Partner Fuller & Smith Advertising Agency, Cleveland, Ohio. Born May 4, 1871, Staten Island, New York. For ten years advertising manager The Cleveland Trust Company. Closely identified with numerous advertising successes under the direction of Fuller & Smith Advertising Agency, the latter an acknowledged leader in advertising agency circles in the Middle West. Member Cleveland Advertising Club; Union Club of Cleveland and Dover Bay Country Club. Address, 1230 Engineers Building, Cleveland, Ohio.

GALLOWAY, William, President The William Galloway Company, Waterloo, Iowa. Born July 11, 1877, on a farm near Berlin, Iowa. High School. Monmouth College. Started in the implement business at Reinbeck, Iowa, 1897. Eventually entered the manufacturing business, disposing of his product direct to farmers through mail order advertising, gradually building a mail order farm implement business entirely through advertising, which is probably the largest mail order agricultural business in the world. Interested in mail order form letter research. Contributor to trade periodicals. Speaker on advertising and agricultural topics. Address, Waterloo, Iowa.

GALLUP, George Brewster, New England Manager, Cosmoplitan Magazine, Boston, Massachusetts. Born June 29, 1864, Knox, Albany County, New York. High School. Formerly Advertising Manager Troy, New York, Budget, New York Truth, Metropolitan Magazine, editor "Publicity by Specialists," poet, lecturer and writer on city planning and civic improvement. Identified as adviser in numerous nationally successful advertising campaigns. Author of the name "Pilgrim Publicity Association." Identified with advertising research work in the trade promotion campaign of the Pilgrim Publicity Association. Also in connection with price cutting and value of position location. Author of chapter on "Publicity" in the "Industrial Survey of New England," published by the Boston Chamber of Commerce. Contributor to advertising periodicals. Speaker on advertising and civic subjects. Handled publicity of New England "Paint Up and Clean Up." Known as national exponent of "The Ideal City, Perfected by Science." Member Boston Chamber of Commerce. Chairman Executive Committee American Society of Colonial Families. Member Council of Fifty on City Planning, Boston. Chairman Independence Day Committee, Boston. Member Pilgrim Publicity Association. First vice-president and director, 1910-11. President same, 1915. Address, 728 Commonwealth Avenue, Boston, Massachusetts.

GATCHEL, Harry A., President Gatchel & Manning, Philadelphia. Born July 28, 1863, Philadelphia,

Pennsylvania. Friends Central High School, 1879. An authority on photo-engraving, one or more colors. Author of slogan, "Our Product Creates and Develops Business," copyrighted by International Association of Manufacturing Photo-Engravers. Member Manufacturers Club and Union League Club, Philadelphia. Ex-president International Association of Manufacturing Photo-Engravers. Chairman Executive Committee same. Director Philadelphia Rotary Club. Charter member and director Poor Richard Club, Philadelphia. Non-resident member Advertising Men's League of New York. Vice-chairman Graphic Arts Department Associated Advertising Clubs of the World. Member National Commission same. Address, 537 Chestnut Street, Philadelphia, Pennsylvania.

GAUSS, Frank L. E., President The Sterling Gum Company, Long Island City, New York. Born May 2, 1870, St. Louis, Missouri. Lake Forest University Law School. Formerly general manager Leslie-Judge Company. Representative "Collier's," advertising manager "The Housekeeper," circulation manager McClure's Magazine. Former president Representatives Club, New York, 1913. Member Sphinx Club and Advertising Men's League of New York. Atlas Club, Red Roosters and Atheltic Clubs, New York and Chicago. Address, Harris and Ely Avenues, Long Island City, New York.

GERLACH, Theodore R., Vice-President and Director of Sales The Gerlach-Barklow Company, Joliet, Illinois. Born February 17, 1867, Mt. Vernon, Indiana. Grammar Schools. Clerk tea and coffee business from 1888 to 1897. From 1897 to 1900 with A. F. Kern & Company, Chicago. From 1900 to 1907 with T. D. Murphy Company, Red Oak, Iowa. Organized The Gerlach-Barklow Company, 1907. Contributor to advertising and trade periodicals. Speaker on specialty advertising topics. Vice-president of each of the following: Commercial Trust & Savings Bank, Joliet; Joliet Wrought Washer Company, same, and The Gerlach-Barklow Company, of Canada, Limited. Member Hamilton Club, Chicago. Member Associated Advertising Clubs of the World. Member Executive Board same, June, 1914, to June, 1915. Member National Commission same, 1912 to date. Member National Association of Advertising Specialty Manufacturers. Director same 1912 to date. Member Advertising Specialty Sales Managers' Association. Director same, 1914 to date. Member Chicago Sales Managers' Association, 1914 to date. Member Advertising Club of Joliet. September 16, 1915, elected president National Association of Advertising Specialty Manufacturers. Address, 620 Western Avenue, Joliet, Illinois.

GILLAM, Manly M., Advertising Counsel, New York City. Born April 15, 1846, Alba, Bradford County, Pennsylvania. From bookkeeper and stenographer graduated into newspaper business as reporter of Boston Daily News, 1872. 1872 to 1878 city editor Boston Post. 1879 to 1886, managing editor Philadelphia Record. His Holstein Butter advertisements led to his being taken by John Wanamaker as head of his advertising department, holding that position eight and one-half years. Responsible in large measure for the distinctive publicity standard set by that institution and copied throughout the United

States. 1895-96 in charge of the advertising Hilton, Hughes & Company. Since 1896 has acted as advertising counsel, as a "free lance" and has been identified with and responsible for, a number of nationally successful campaigns. During that period acted for Pope Manufacturing Company, (chainless bicycle) ; William H. Wanamaker, Prof. J. M. Munyon, Kellar, the Magician; R. H. Foerderer "Vici Kid," etc. For eleven years, 1899-1911, advertising counsel for New York Herald, mostly with complete charge of the paper. Widely known as a speaker on advertising and business. Member Sphinx Club, New York City; Advertising Men's League of New York. First honorary member Sphinx Club of London, England. First president Sphinx Club, 1896-7. Re-elected same, 1897-98. Chairman Retail Department Associated Advertising Clubs of the World, 1913-14. Member National Commission producing Declaration of Principles, Baltimore Convention Associated Advertising Clubs of the World, 1913-14. Wrote Retail Standards of Practice adopted at Toronto Convention, 1914. Address, 110 West Thirty-fourth Street, New York City.

GLENN, Howard D., Advertising Manager Detroit Stove Works, Detroit, Michigan. Born May 23, 1879, Detroit, Michigan. Public Schools and Huron Academy. Previous to entering advertising engaged in newspaper work. Originator of "Glenn Systems for Sales Work," employed by over 1,000 leading manufacturers. Owner of Glenn Publishing Company of Detroit. Charter Member Detroit Adcraft Club. Vice-president the same, 1910. Address, 230 Baldwin Avenue, Detroit, Michigan.

GOODWIN, H. C., Manager Myers Advertising Agency, Rochester, New York. Born August 7, 1877, Antwerp, New York. Hamilton College, 1901. Identified with success of Shur-on Eye Glasses. Slogan, "You Need Shur-ons if you Need Glasses." Contributor to advertising periodicals. Public speaker. Instructor of Advertising Rochester Business Institute. Instructor Optical Advertising, Rochester School of Optometry. Member Rochester Advertising Club, president same, 1913-14. Address, 132 Rockingham Street, Rochester, New York.

GREEN, Carl M., President Carl M. Green Company, Detroit, Michigan. Born June 20, 1877, Charlotte, Michigan. University of Michigan, 1899. Correspondent for a number of newspapers in Chicago while still in college. After graduation identified with Chicago Tribune, Chicago Daily News, Chicago Record Herald on editorial side. With Fisher Special Agency, New York. Later western advertising manager Home Magazine. Advertising manager Uncle Remus Magazine. Immediately prior to establishing his own business identified with Mahin Advertising Company of Chicago. Established the Carl M. Green Company as general advertising agents in 1911. Active in local civic publicity matters and identified with a number of nationally successful campaigns. Member Red Roosters, Chicago. Detroit Adcraft Club. Address, Free Press Building, Detroit, Michigan.

GUNDLACH, E. T., President Gundlach Advertising Company, Chicago, Illinois. Born January 4, 1876, Chicago, Illinois. A. B. Harvard University, 1898. A. M. Har-

vard University, 1899. Established the Gundlach Advertising Agency in 1902. Member Advertising Association of Chicago. Address, Peoples Gas Building, Chicago, Illinois.

GUNTS, E. Lyell, Director of Advertising, The Crown Cork and Seal Company, Baltimore, Maryland. Born May 31, 1884, Baltimore, Maryland. A. B. Johns Hopkins University, 1906. Post graduate same, 1907-8. Previously associated with numerous manufacturers in consulting capacity. Author of slogans, "Health First," "Quality First, Service Always." Interested in advertising research work. Contributor to periodicals on "Church Advertising From the Outside Looking In." Speaker on "Church Advertising." Member Advertising Club of Baltimore. Chairman Educational Committee same, 1913-15. Board of Governors same, 1912-14. Vice-president same, 1914-15. Member National Educational Committee, 1914-15. Address, 1511 Guilford Avenue, Baltimore, or Riderwood, Maryland.

HAMILTON, L. F., Manager Advertising and Specialty Department National Tube Company, Pittsburg, Pennsylvania. Born Kewanee, Illi-Illinois. High School. University of Illinois, 1897. Previously with Western Tube Company, until 1908, advancing from claim department and secretary to sales manager, thence to present position. From 1908 to 1915, with National Tube Company. Identified with the advertising success of "Kewanee" Union, "Shelby" tubing and "National" pipe. Contributor to advertising periodicals. Speaker on Advertising subjects. Member Technical Publicity Association of New York. Member Manufacturers Publicity Association of Pittsburg (now Pittsburg Publicity Association). First president same. Member Association National Advertising Managers. Address, 1802 Frick Building, Pittsburg, Pennsylvania.

HAMMESFAHR, A. C. G., Advertising Manager Collier's Weekly, New York City. Born June 5, 1880, Chicago, Illinois. Public Schools. Previously with James Howard Kehler. Also with magazine "Advertising Experience." Speaker on advertising subjects. Member Quoin Club. President same, 1915. Member Winter Golf League of Advertising Interests. President same, 1915. Member Advertising Men's League of New York. Member Agate Club, of Chicago, Representatives Club of New York City. American Golf Association of Advertising Interests. Address, Bronxville, New York.

HAND, Orra P., Advertising and Assistant Sales Manager Burd High Compression Ring Company, Rockchairman Vigilance Committee, the Stillwater, Minnesota. LL. B. University of Minnesota, 1899. For fourteen years advertising manager Minneapolis Iron Store Company, Minneapolis, Minnesota. For several years editor of the "Crow Bar," prominent iron trade journal. Lecturer at University of Minnesota on Selling by Letter and general business topics. Former president Minneapolis Advertising Forum, 1911. Three years same. Address, Rockford, Illinois.

HANNAH, Henry King, Owner Advertising Agency Henry King Hannah, New York City. Born April 10, 1865, Georgetown, Ohio. Augusta College. Episcopal Theological School, Cambridge, Massachusetts,

1896. B. D., 1904. Rector Trinity Church, Concord, Massachusetts, 1897-1906. Advertising agent since 1908. Responsible for the first modern fire insurance advertising campaign, that of the Hartford Fire Insurance Company. Also identified with success of Travelers and Aetna Insurance Companies' advertising campaigns. His slogan that of "Aetnaize." Was first to use white margin of advertising page for coupon. Contributor to advertising and philosophical periodicals. Speaker on advertising subjects. Trustee Homestead Trust, Masachusetts. President Mern Products Corporation, New York. Director Montclair, New Jersey, Y. M. C. A. Member Pilgrim Publicity Association of Boston. Advertising Men's League of New York. Member Association of New York Advertising Agents. Chairman of Committee on Religious Publications, the same, 1913. Member Vigilance Committee of Advertising Men's League of New York, 1914. Address, 277 Broadway, New York City.

HARDENBURG, H. B., H. B. Hardenburg & Company, Brooklyn, New York. Born April 14, 1858, Stockton, New York. High School. Manufacturer of leather goods and specialties for advertising purposes. Author of slogan, "Personal Advertising Pays." For past sixteen years mayor of the Borough of Linden, New Jersey. Member National Association Advertising Specialty Manufacturers. President same, 1910-12. Director same, 1912-15. Member Advertising Men's League of New York, Aldine Club, New York. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 60-74 Washington Street, Brooklyn, New York.

HARN, Orlando Clinton, Advertising Manager National Lead Company, New York City. Born March 25, 1871, Dayton, Ohio. Ohio Wesleyan, unfinished. Ph. B. Cornell University, 1894. Before going into advertising work was reporter and telegraph editor on Cleveland newspapers, later publisher of trade papers in the same city. Closely identified with several successful National Lead Company campaigns. Conceived "Dutch Boy" National Lead trademark. Contributor to advertising periodicals. Speaker on advertising subjects. Member Association of National Advertisers. Member National Commission of Associated Advertising Clubs of the World. Member Advertising Men's League of New York. Member Technical Publicity Association. President Association of National Advertisers. President Technical Publicity Association. Vice-chairman National Commission. Vice-president Advertising Men's League of New York. Member Board of Directors, Audit Bureau of Circulation. Lecturer, Alexander Hamilton Institute. Address, Montclair, New Jersey.

HARRIS, James Armstrong, Jr., Advertising Manager The White Company, Cleveland, Ohio. Born October 31, 1886, Cleveland, Ohio. A. B. Cornell University, 1909. Closely identified with successful advertising campaigns of the White Company, in the exploitation of their motor car, truck and taxicab activities. Member Cleveland Advertising Club. Member Association of National Advertisers. Address, care The White Company, Cleveland, Ohio.

HARVEY, R. Winston, Advertising Manager Craddock-Terry Company, Lynchburg, Virginia. Born May 23,

1882, Farmville, Virginia. High School and Business Course. Developed through advertising the Granite Industry of South Carolina and the Marble Industry of Georgia. During January and February of 1912, led a campaign to have Virginia Legislature adopt a fraudulent advertising bill, being the principal speaker before the Senate Committee. During 1910 in charge Copy and Plan Department, Jacobs & Company Advertising Agency, Clinton, South Carolina. Contributor to periodicals. Public speaker. Chairman Advertising Committee Lynchburk Chamber of Commerce. Chairman Lynchburg Better Government League. Chairman Advertising Committee Lynchburg Trade Week propaganda. Father Lynchburg's "Great White Way." Organizer and three years president St. Paul's Men's Club. Organized Advertising Club of Greensboro, North Carolina. Also Danville, and assisted at Norfolk, Virginia. Organized and three years president Advertising Men's Club of Lynchburg. Chairman Commission on Divisional Associations Associated Advertising Clubs of the World, 1912-13. Organized and president Associated Advertising Clubs of Virginia, 1912. Address, "The Hill Crest," Lynchburg, Virginia.

HASTIE, J. W., Northwestern Advertising Manager "National Farm Power" papers, Minneapolis, Minnesota. Born December 1, 1877, Lindsay, Ontario, Canada. High School. Formerly for six years member advertising soliciting staff Webb Publishing Company, St. Paul, Minnesota. December, 1912, arranged with Orange Judd Company, Phelps Publishing Company and Bushnell Company, for present representation. Interested in compilation agricultural data and trade statistics. Active in Vigilance Committee work. Speaker on Vigilance Committee activities. Member Minneapolis Advertising Forum. Member Town Criers' Club, St. Paul. Chairman Agricultural Division Minneapolis Advertising Forum, 1914-15; 1915-16, same. Chairman Extension Division for Organization small town clubs, Minneapolis Advertising Forum, 1915-16. Address, 4608 Colfax Avenue, Minneapolis, Minnesota.

HAWKINS, G. H. E., Vice-President The Ethridge Company, New York and Chicago. Born March 17, 1872, Ridgetown, Ontario, Canada. Alma College. For over thirteen years advertising manager The N. K. Fairbank Company, of Chicago, with entire charge of advertising campaigns for "Gold Dust," "Fairy Soap," "Cottolene," etc. Wrote all of the copy for same, named several of the successful Fairbanks products, also devising slogans and trademarks for them. Author of "Poster Advertising," "Newspaper Advertising." Contributor to advertising periodicals for years. One of the promoters and founders of The Audit Bureau of Circulations. Formerly officer of Association National Advertising Managers and Association of American Advertisers. Address, 220 South State Street, Chicago, Illinois.

HEEGSTRA, H. Walton, Sole Owner The H. Walton Heegsta Advertising Service, Chicago, Illinois. Born March 4, 1876, St. Johns, New Brunswick. Extensive experience in all phases of merchandising starting behind the counter of a retail store in New York. Buyer S. Kann & Sons Company of Washington, District of Columbia. Associate general super-

intendent Baltimore Bargain House. Systems department Butler Brothers, Jersey City. Advertising manager Western Electric Company, Chicago. Mail order experience with Montgomery Ward & Company. Advertising manager Marshall Field & Company, wholesale, Chicago. Advertising manager John V. Farwell Company, Chicago, which position he left to establish his own business. Contributor to advertising and trade periodicals. Extensive speaker on advertising subjects. Prominent in committee work Chicago Association of Commerce and Chicago Sunday Evening Club. Member Hamilton Club and Executives Club, Chicago. Advertising Association of Chicago. Secretary same, 1911. Address, 19 South La Salle Street, Chicago Illinois.

HELM, George Eckel, President King Mantel & Furniture Company, Knoxville, Tennessee; also largely interested in Knoxville Knitting Mills Company. Treasurer and managing director Hotel Appalachian. Born September 2, 1875, Jefferson County, Tennessee. For eighteen years in present line. Identified with advertising success of "King" mantels and "King" furniture. Author of the slogan, "At the Sign of the King." Originated narrative furniture advertising copy, without the firm name plate at the close of the ad. Contributor to trade periodicals. Speaker on advertising before furniture gatherings. First vice-president Appalachian Exposition, Knoxville, 1910. Member Knoxville Advertising Club. President same two terms, 1914-15. Member Board of Directors, Knoxville Rotary Club. Address, 1511 Laurel Avenue, Knoxville, Tennessee.

HODGDON, Warren O., City Editor Herald-News, Joliet, Illinois. Born March 28, 1864, Sugar Grove, Illinois. Public Schools. Has made a specialty of Civic Publicity Work. For five years salaried secretary Publicity Committee Commercial Club of Joliet. Designed and conducted its numerous campaigns, both local and national. Won prize over 1,500 suggestions for Joliet's slogan, "Joliet—the City that Offers Something Better." Generous contributor to periodicals devoted to community building and civic beautifying. Active speaker along same lines throughout the country. For 25 years active in journalism, advertising and civic betterment work. Member American Association of Commercial Secretaries, and served on its Board of Directors. Member and director Advertising Club of Joliet, chairman of its Publicity Committee. Address, 300 Second Avenue, Joliet, Illinois.

HOLLINGWORTH, Harry L., Professor of Psychology and Lecturer on Advertising, Columbia University, New York City. Born May 26, 1880, DeWitt, Nebraska. B. A. University of Nebraska, 1906. Ph. D. Columbia University, 1909. Numerous researches along experimental and statistical lines in connection with psychology of advertising. Author "Advertising and Selling," "Advertising, Its Principles and Practice," (also numerous works on purely psychological subjects). Constant contributor to psychological and educational periodicals. Lecturer, speaker and investigator on advertising. Lecturer Advertising Men's League of New York, Educational Department. Educational Committee Advertising Men's League of New York. Address, Columbia University, New York City.

HOPKINS, Claude C., President Lord & Thomas, Chicago, Illinois. Born April 24, 1866, Hillsdale, Michigan. High School and Business College. From 1888 to 1893 Advertising manager Bissell Carpet Sweeper Company, Grand Rapids, Michigan. From 1893 to 1896 advertising manager Swift & Company, Union Stock Yards, Chicago. For ten years copy writer Lord & Thomas. Now president of the latter. One of the widest known copy writers in the United States. Identified with and directly responsible for numerous nationally successful advertising campaigns. Address, 5 South Wabash Avenue, Chicago, Illinois.

HOPKINS, George Willard, Vice-President, General Sales and Advertising Manager, Loose-Wiles Biscuit Company, Long Island City, New York. Born February 4, 1872, Concord, Masachusetts. LL. B. Law School, 1908. Member Massachusetts Bar. With Chase & Sanborn, Teas and Coffees, seventeen years. Also general manager Johnson Educator Company. Contributor to advertising and trade periodicals. Speaker on health foods and their manufacture and advertising subjects. Member Pilgrim Publicity Association of Boston. Member Board of Directors same, also vice-president, 1913. Address, 261 Barclay Street, Flushing, Long Island, New York.

HORLICK, William, Directing Manager Horlick's Malted Milk Company, Racine, Wisconsin. Born February 23, 1846, Glouster, England. Is treasurer Horlick's Malted Milk Company, and has directed the advertising policy of the company since its inception. Responsible for the success of Horlick's Food and Horlick's Malted Milk. Originator of the staff of the Alexander Hamilton both the product and the name "Malted Milk," a product and name more widely imitated than possibly any "food drink" in the country. Address, Racine, Wisconsin.

HOTCHKISS, George Burton, Professor Business English and Chairman Advertising Division New York University. Born March 2, 1884, Naugatuck, Connecticut. B. A. Yale University, 1905, M. A. the same, 1906. Author of "Birthright" (Yale University poetry prize, 1906). Later engaged in newspaper work on the Evening Sun and other publications, and in teaching at Beloit College and New York University. Member of Institute. Consulting member staff of George Batten Company, 1913-14. Extensive research work in New York University. Author "Business Correspondence," 1911; "Advertising" (with Harry Tipper), 1914; "Handbook of Business English" (with Edward J. Kilduff), 1914; "Advertising, Its Principles and Practice" (with Tipper, Hollingworth and Parsons), 1915. Contributor to advertising periodicals. Advertising lecturer and speaker. Member Advertising Men's League of New York, Triad League of New York University, National Association of Teachers of Advertising. Secretary of National Association of Teachers of Advertising. Address, 32 Waverly Place, New York City.

HOUSTON, Herbert S., Vice-President Doubleday, Page & Company, Garden City, Long Island, New York. Born November 23, 1866, Champaign, Illinois. University of Kansas and University of Chicago. From college entered the newspaper business, first with Sioux City Journal and later

with Chicago Tribune. His first advertising work was that of advertising writer for the Price Baking Powder Company, of Chicago. Joined the advertising staff of Outing Magazine in New York in 1895, and later became general manager of the Sheldon edition of the Topeka Daily Capital. In 1900 joined the newly formed Doubleday, Page & Company, and in 1907 became vice-president of the company. Member of the Quoin Club, the Advertising Club and the Sphinx Club of New York City. Was chairman of the National Educational Committee of the Associated Advertising Clubs of the World for four years. Elected president of the Associated Advertising Clubs of the World at the Chicago Convention in June, 1915. Member Council of the Chamber of Commerce of the United States. Member of International Committee of the Chamber of Commerce. One of the founders of the League to Enforce Peace and delegate from the latter to the International Peace Congress in San Francisco, October, 1915.

HUBBART, Guy Richard, Ad Critic and Feature Writer Dry Goods Economist, New York City. Born February 20, 1880, Parkville, Illinois. A. B. University of Illinois, 1906. Editorial writer; advertising and sales expert, member of Faculty Columbia University School of Commerce. Originated and planned a "Practical Ten Weeks Course in Advertising" for Y. M. C. A.'s and Colleges under auspices Advertising Men's League of New York. Originated and developed "Idea and Merchandise" method of teaching advertising, Columbia University, 1912. Chief of Instruction in advertising course of the Economist Training School of New York City. Member Advertising Men's League of New York. Member its Educational Committee, 1914. Address, 231 West Thirty-ninth Street, New York City.

HUMPHREY, Henry Bauer, President H. B. Humphrey Company, Advertising, Boston, Massachusetts. Born November 27, 1865, Braintree, Massachusetts. Grammar and High Schools. Formerly connected with T. C. Evans Advertising Agency, Boston Post and Davis Advertising Agency. The latter succeeded by H. B. Humphrey Company in 1890. Identified with numerous nationally successful advertising campaigns, notably of Plymouth Rock Pants Company, for whom he originated the slogan, "Do you wear pants?" Boston Garter and publicity of Thomas W. Lawson. Contributor to advertising and trade periodicals. Speaker on advertising and civic subjects. Conceived and formulated program for the American Bankers' Association Convention, Boston, 1913, including publication of "Random Notes of Boston," conceded to be the finest book on the subject ever issued. Charter member Boston Chamber of Commerce. Member Publicity Committee same, two years. Member Pilgrim Publicity Association of Boston. Boston Advertising Agents Association, Sphinx Club of New York City. Chairman Board of Directors Pilgrim Publicity Association, two years. President same, one year. Chairman Program Committee Boston Convention Associated Advertising Clubs of the World, 1911. President Boston Advertising Agents Association, one year. Address, Smith Road, Milton, Massachusetts.

HUNT, Carl, Editor "Associated Advertising," Indianapolis, Indiana.

Born January 12, 1880, Hendricks County, Indiana. Public Schools. First business experience in connection with several Indianapolis daily newspapers on the editorial side. Subsequently engaged in special advertising service work in Indianapolis, until his appointment, in 1915, as editor of the monthly magazine, "Associated Advertising," published by the Associated Advertising Clubs of the World. Contributor to advertising and business periodicals. Member Advertisers Club of Indianapolis. Address, Merchants Bank Building, Indianapolis, Indiana.

HUNTER, Colonel William C., "Advertiser at Large," Kansas City, Missouri. Born July 18, 1866, Frankfort, Illinois. Prominently identified with success of The Saturday Blade and Chicago Ledger. Enthusiast for "Rural Circulation." Author "Pep," "The Rattle, The Hammer and the Scales," "Blue Sky and Long Green," "Dollars and Sense," "Brass Tacks," "Ginger Snaps." Member Kansas City Advertising Club, president Atlas Club, Chicago, and honorary member of numerous others. Owner of Frozen Dog Ranch in Idaho, 360 acres, 10,000 fruit trees in bearing. Colonel on staff of Governor of Idaho, and has been such for fourteen years. Address, Waldheim Building, Kansas City, Missouri.

HUNTINGTON, Raymond Edwards, Advertising Manager The Alden Speare's Sons Company, Boston, Massachusetts. Born June 28, 1882, Newton Centre, Massachusetts. Massachusetts State College of Agriculture, 1901-2. Boston University College of Liberal Arts, 1902-5. Boston University Law School, 1904-5. Continuously with the Alden Speare's Sons Company since his entrance to business life. Contributor to trade periodicals. Assistant treasurer The Atlantis Press. Foreign advertising manager "Pilgrim Publicity," 1912-14. Member Pilgrim Publicity Association of Boston. Secretary same. Address, 140 Sixth Street, Cambridge, Massachusetts.

INGERSOLL, William H., Marketing Manager, Robt. R. Ingersoll & Brother, New York City. Born March 22, 1879, Lansing, Michigan. High School. Technical school and electrical engineering. Closely identified with the success of "Ingersoll Watches." Active in the promotion of advertising research, assisting in the establishment of a Fellowship at Columbia University in advertising research. Also assisted in establishment of educational work of the Advertising Men's League of New York, and the Association of National Advertisers. Also assisted in the publication of "Principles of Advertising Arrangement," by Parsons, and "Advertising and Selling," by Hollingworth. Active champion of price maintenance, contributing to National weeklies and periodicals on its various phases. Speaker and lecturer on advertising. Assisted in organization of American Fair Trade League. Member Association of National Advertisers. First chairman Educational Committee same, 1911-12. Member Advertising Men's League of New York. President same, 1909-14. Chairman Vigilance Committee same, 1914. Director same from its inception to date. Member Associated Advertising Clubs of the World. Chairman National Commission same, 1914-15. Member Executive Committee same, 1915-16. Member Association of National Advertising Manag-

ers. Chairman Educational Committee same, 1911-12. Address, Ridgewood Road, Maplewood, New Jersey.

INGRAHAM, Alexander Miller, Proprietor A. M. Ingraham Bank Advertising Service, Cleveland, Ohio. Born September 9, 1869, Espyville, Pennsylvania. A. B., 1892, and M. A., 1896, Oberlin College. Author, "Judicious Bank Advertising, or How to Procure New Bank Accounts," 1909. Contributor to bankers and advertising periodicals. Speaker and lecturer on advertising. Author of "Lectures on Modern Advertising," 52 subjects. Four years at Y. M. C. A., four years Spencerian Business College, and 1915 at Western Reserve University. Sunday speaker at Baltimore convention of Associated Advertising Clubs of the World. Formerly employed in Buffalo office The Charles H. Fuller Company, and began the bank advertising business in 1906. Claims distinction of the largest exclusive bank advertising business in the country. Address, 626 Columbia Building, Cleveland, Ohio.

INGRAM, Frederick F., President Frederick F. Ingram Company, Detroit, Michigan. Born May 9, 1856, Barry County, Michigan. Public Schools and Olivet College. Responsible for the success of "Milkweed Cream." Slogan, "There is Beauty in Every Jar." Member Michigan Constitutional Convention, which is author of present State Constitution. Member Detroit Charter Commission, Detroit Public Lighting Commission. Member National Municipal League, Single Tax Associations, Fels Fund, etc. Address, 409 Lafayette Boulevard, Detroit, Michigan.

IRISH, Paul T., Manager Retail Department Thorson-Seelye, Inc., Detroit, Michigan. Born October 24, 1886, Stillwater, New York. High School. Previously advertising manager J. L. Hudson Company, Detroit. Educational and research work in advertising. Collaborator extension course in retail advertising. Contributor to periodicals. Secretary-treasurer Associated Retail Advertisers Division of Associated Advertising Clubs of the World, 1914-15. Member Educational Committee Adcraft Club of Detroit, two years. Address, 375 Virginia Park, Detroit, Michigan.

JACOBS, James Ferdinand, senior member Jacobs & Company, Clinton, South Carolina. Born October 6, 1868, Clinton, South Carolina. A. B. Presbyterian College of South Carolina, 1888. Post graduate work Columbia and Princeton, 1888-90. Professor of Philosophy Presbyterian College of South Carolina, 1891-98. January, 1898, organized Southern Religious Press Syndicate, later operated by Jacobs & Company. Instituted individual advertising service to users of Southern religious publications, achieving signal success in their development. Speaker and writer on advertising subjects. Member Clinton Ad Club. Religious press subchairman Exhibit Committee Toronto Convention Associated Advertising Clubs of the World. Signer of "Declaration of Principles," Baltimore Convention. Member National Commission and Educational Committee. Address, Clinton, South Carolina.

JOHNS, William H., Vice-President George Batten Company, New York City. Born February 10, 1868, in England. B. S. College City of New York, 1887. Two years in advertising

department of Funk & Wagnalls Company. As a member of George Batten Company, identified with numerous conspicuous successes national in character. Interested in advertising research for past twenty-five years and an early exponent of higher advertising standards. Member Association of New York Advertising Agents. Advertising Men's League of New York. Cleveland Advertising Club. Pilgrim Publicity Association of Boston. One of the six directors of the Associated Advertising Clubs of the World selected by the National Commission Chicago Convention, 1915. Address, 381 Fourth Avenue, New York City.

JOHNSON, Henry Lewis, Editor The Graphic Arts, Boston, Massachusetts. Born June 1, 1867, Limington, Maine. English High School, Boston and Massachusetts Institute of Technology. President The Graphic Arts Company, of Boston. Founder and editor of The Printing Art, 1903-10. Editor of The Graphic Arts, the Monthly Magazine of Craftsmanship of Advertising, 1911-15. Ex-president New England Trade Press Association and Society of Printers, Boston. Arranged exhibits of printing at Associated Advertising Clubs of the World conventions at Dallas, Baltimore and Toronto. Member Pilgrim Publicity Association of Boston, Advertising Men's League of New York, Sphinx Club of New York. Address, 516 Atlantic Avenue, Boston, Massachusetts.

JOHNSTON, T. H., Treasurer and General Manager Knoxville Knitting Mills Company, Knoxville, Tennessee. Born November 20, 1876, Loudon, Tennessee. Public Schools, Sweetwater College. Became treasurer and general manager Knoxville Knitting Mills Company in 1908, and closely identified with the success of its product, "Knox-Knit Hosiery," through national publicity. Author of slogan for same: "They sell because they satisfy." Vice-president The National Association of Hosiery and Underwear Manufacturers, 1911-15. Member Knoxville Advertising Club. Address, Knoxville, Tennessee.

JONES, Lewis B., Advertising Manager Eastman Kodak Company, Rochester, New York. Born August 28, 1866, Dansville, New York. Dansville Seminary. Fairfield Seminary, 1886. One year University of Rochester. Prominently identified with the success of the "Kodak" since 1892. Author of their slogan, "If it isn't an Eastman, it isn't a Kodak." Member Rochester Ad Club. Member Association of National Advertisers. Director same. Member Audit Bureau Circulations. Director same. Address, 343 State Street, Rochester, New York.

JOSEPH, Jesse M., Proprietor Jesse M. Joseph Advertising Agency, Cincinnati, Ohio and Danville, Illinois. Born November 24, 1884, Baltimore, Maryland. Baltimore City College, 1903. Formerly advertising manager of Kline Brothers Company of Cincinnati, until 1908; then as "free lance" agency counsellor for The Kline Brothers Company, Cincinnati, St. Louis, Detroit, Kansas City; Spear & Company, Cincinnati, Pittsburgh, New York; The Kroger Grocery & Baking Company chain of two hundred stores; George Golde & Company chain of six stores; Milton Ochs & Company, makers of "Gold Band" clothes; Lewis Meier & Company, Indianapolis makers of "Auto

Brand" overalls and work clothes; Potter Shoe Company, and others. Identified with a number of nationally successful campaigns. Member Cincinnati Advertisers Club, Business Men's Club, Chamber of Commerce, Cincinnati. Address, 701 Union Central Life Insurance Building, Cincinnati, Ohio.

KEHLER, James Howard. Vice-President Lord & Thomas, Chicago-New York. Born September 25, 1876, Bourbon, Indiana. High School. Author "The New Note in Advertising," 1905; "An Open Letter to the Nation," Mitchell Kennerley, 1914; speaker on business, advertising and civic subjects. Member Western Economic Society, City Club, Chicago Yacht Club, Caxton Club, Palette and Chisel Club and Cliff Dwellers, Chicago; Salmagundi Club, New York. Address, 5 South Wabash Avenue, Chicago, Illinois.

KELLEY, Martin V., President The Martin V. Kelley Company, Toledo, Ohio. Born August 11, 1872, Westfield, Pennsylvania. Public Schools. Previous to establishing himself in business of his own was connected with the Majestic Range Company of St. Louis, the Lesan Company, St. Louis; The Mahin Advertising Company of Chicago, and the Charles H. Fuller Company of Chicago. One of the country's foremost authorities on automobile advertising. Identified with numerous nationally successful campaigns. Address, Second National Bank Building, Toledo, Ohio.

KIMBALL, Ingalls, President of Cheltenham Press and Cheltenham Advertising Agency, New York City. Born April 2, 1874, West Newton, Massachusetts. Harvard College, 1894. Founder of Cheltenham Press, 1897. A constructive advertising force for the past twenty years. Designer of Cheltenham type, probably the most popular type among advertisers today. As member of firm Stone & Kimball, publisher of the "Chap Book," founded 1894. Public speaker. Member Sphinx Club, Advertising Men's League, and New York Association of Advertising Agents. Address, 11 East Thirty-Sixth Street, New York City.

KLEIN, Horace C., Managing Partner The Webb Publishing Company, St. Paul, Minnesota. Born June 13, 1876, Woodstock, Illinois. B. S. University of Minnesota, 1900. Publisher and half owner of "The Farmer," and "The Farmer's Wife," St. Paul. Wide advertising agency and farm paper advertising experience for fifteen years. Member St. Paul Town Criers' Club. Member Associated Advertising Clubs of the World. Chairman Educational Committee Town Criers' Club, 1913-14. Member National Commission Associated Advertising Clubs of the World, 1915-16. Address, 59-67 East Tenth Street, St. Paul, Minnesota.

KLING, Leroy A., Sales and Advertising Manager Road Machinery Department, Wheeling Mold & Foundry Company, Wheeling, West Virginia. Born May 16, 1886, Fayette, Iowa. Hyde Park High School, Chicago. University of Chicago, 1906-8. Formerly advertising manager Eureka Stone & Ore Crusher Company, Cedar Rapids, Iowa. Member Wheeling Ad Club. 1910-11, secretary Cedar Rapids, Iowa, Ad Club. Vice-president same, 1911. Chair-

man Joint Vigilance Committee Wheeling Ad Club and Wheeling Business Men's Association. Address, 52 Poplar Avenue, Woodlawn, Wheeling, West Virginia.

KNOX, J. S., President Knox School of Salesmanship and Business Efficiency, Cleveland, Ohio. Born December 12, 1872, Shawville, Province of Quebec, Canada. University of South Dakota, Drake University and Ott School of Expression. Author "The Science of Applied Salesmanship," (thirty volumes). "Salesmanship and Business Efficiency." For six years vice-president and sales manager Personal Help Publishing Company. Organized and taught the first classes in salesmanship ever taught in a Y. M. C. A. Contributor to business periodicals. Speaker and lecturer on business efficiency and community building. Lecturer Redpath Chautauqua System. Organized national movement in behalf of Commercial and Industrial Education. Honorary member Des Moines Ad Club. Member Cleveland Ad Club. Address, 808 Illuminating Building, Cleveland, Ohio.

KNOX, James W. T., Advertising Manager Nelson, Baker & Company, Detroit, Michigan. Born May 17, 1874, Havana, Illinois. Ph. C. University of Michigan, 1895. B. Sc., same, 1897. Fellow in Chemistry, same. From 1897-10, advertising manager Frederick Stearns & Company, Detroit. 1911, advertising and sales manager Chester Kent & Company, Boston. Prominently identified with the advertising successes, "Zymole Trokeys," "Shac," "Vinol," "Penslar." Contributor to advertising periodicals. One of the first in the country to issue a manual of selling instructions on manufacturers' products, for retail clerks (1906). Member Adcraft Club of Detroit. Charter member same, and its first president, 1906. Re-elected president same, 1908. Director Advertising Affiliation, 1910. Address, Grosse Pointe Shores, Michigan.

LAWTON, Francis, Jr., General Manager Photographic News Syndicate, New York City. Born March 18, 1882, New York City. Public and private schools. Formerly sales and advertising manager Chesapeake & Potomac Telephone Company, Baltimore. An advertising and sales engineer American Telephone & Telegraph Company, New York. Business manager Street & Finney Advertising Agency, New York. New York representative McClure's Magazine. Representative New York Tribune. Vice-president Harris Dibble Company, New York. Director first extensive advertising and promotion campaign for long distance telephone service, 1911-13. Author of the slogan, "Travel by Telephone." Author of book on Specialized Advertising (in preparation). Contributor to trade periodicals. Speaker on advertising and business topics. Member Advertising Club of Baltimore, Advertising Men's League of New York, Full Copy Club of New York. One of the organizers and first directors of the Advertising Club of Baltimore, 1909-10. President same, 1910-11. Address, 80 Lafayette Street, New York City.

LEE, Benjamin Griffin, Advertising Manager The Dayton Company, Minneapolis, Minnesota. Born October 16, 1876, Morocco, Indiana. Morgan Park Academy, 1898. B. A. University of Chicago, 1902. Principal

Star City Indiana High School, 1900. From 1901 to 1903 reporter for Chicago Chronicle, Chicago American and Chicago Inter-Ocean. 1903-4 advertising manager Harris Emery Company, Des Moines, Iowa, and H. Herpolsheimer Company, Lincoln, Nebraska. 1903-10, advertising manager Emery, Bird, Thayer & Company, Kansas City. Present position since 1910. Speaker and lecturer on advertising and salesmanship. Chairman Conventions and Publicity Committee Minneapolis Civic and Commerce Association, 1915. Lecturer on Retail Advertising University of Minnesota, 1914-15. Member Associated Advertising Clubs of the World. Member Minneapolis Advertising Forum. Member Board of Directors of same, 1912-13-14. Vice-president same, 1913-14. Address, The Dayton Company, Minneapolis, Minnesota.

LEE, Wilson H., President The Wilson H. Lee Company and Price & Lee, New Haven, Connecticut. Born May 3, 1852, Hardwick, Massachusetts. Public Schools. New Salem Academy. Started in directory publishing business in 1873. In 1884 added a printing business, which has grown to be the largest in the state. Officer and director of several banks and local commercial institutions. New Haven Police Commissioner for four years. Active in agricultural activities. Active in state and United Typothetae of America affairs, holding numerous offices, being president of the United, 1910-11. President American Directory Publishers' Association, 1905-8. President New Haven Chamber of Commerce, 1903-4. Member Associated Advertising Clubs of the World. Member Executive Committee same, 1914-16. Member National Commission same, 1915-16. Address, 206 Meadow Street, New Haven, Connecticut.

LEITH, S. E., Eastern Manager Associated Farm Papers, New York City. Born July 3, 1868, London, England. Common Schools. For eight years associated with George P. Rowell. For twenty years closely identified with the best farm papers of the United States. Author "Advertising Chats." Regular contributor to advertising periodicals. Department editor "Agricultural Advertising," of Chicago. Member Sphinx Club, New York City. Poor Richard Club, Philadelphia. Advertising Men's League of New York City. Address, 200 Fifth Avenue, New York City.

LENNEN, Philip W., Sales and Advertising Manager The Royal Tailors, Chicago, Illinois. Born June 30, 1887, Syracuse, New York. High School. Business College. At the age of sixteen secured a position in the advertising department of The Shoop Family Medicine Company, of Racine, leaving a year later to join the newly organized force of "System Magazine" under A. W. Shaw. During his four years with System created several distinctive mail order innovations, particularly the solicitation of business by form letters. Was one of the System men responsible for the first successful selling campaign for "The Business Man's Library." Author of the System How Book on "Personal Efficiency." Contributor to "The Business Man's Library," and part author of "How to Write Letters That Win." At twenty-one became sales and advertising manager of The Royal Tailors, creating precedents in clothing publicity that

have revolutionized magazine clothing advertisements. The series starting with "Don't Be Blinded by Pretty Pictures," has been responsible in causing an entirely new type of clothing copy. Address, The Royal Tailors, Chicago, Illinois.

LeQUATTE, T. W., Advertising Manager Successful Farming, Des Moines, Iowa. Born March 11, 1873, on a farm in Rock Island County, Illinois. High School. Taught country school. Connected with Muscatine Business College. Traveling salesman, Chicago city salesman and branch office manager for Smith Premier Typewriter Company. Advertising agency business Chicago, four years. As agency man identified with advertising Page Davis School of Advertising, Parker Fountain Pen Company, B. Kupenheimer Company. Advertising manager Red Book Magazine four and a half years. Present position since June 1, 1909. Frequent contributor to advertising and business periodicals. Extensive public speaker. Member Des Moines Ad Men's Club. Non-resident member Chicago Advertising Association. Vice-president Chicago Advertising Association two years. President Des Moines Ad Men's Club one year. Chairman Resolutions Committee, Cincinnati Convention. Ex-vice-president Associated Advertising Clubs of the World. Treasurer of the same one year. Member Executive Committee of the same; also chairman of its Agricultural Paper Department four years. President Associated Advertising Clubs of Iowa. Member National Commission. Member Committee of Committees, Baltimore Convention. Address, Seventeenth and Locust Streets, Des Moines, Iowa.

LEWIS, E. St. Elmo, Advertising and Sales Counselor, Detroit, Michigan. Born March 23, 1872, Philadelphia, Pennsylvania. Eastburn Academy, Philadelphia. University of Pennsylvania, 1894. 1897, proprietor Advertisers Agency, Philadelphia. 1902, advertising manager National Cash Register Company. Advertising agency work, Detroit, 1903. Advertising manager Burroughs Adding Machine Company, 1905-14. 1914-15, vice-president and general manager Art Metal Construction Company, Jamestown, New York. 1915, E. St. Elmo Lewis and associates, counsel in organization and management, Detroit and New York. Identified in a constructive way with the advertising success of Everstick Overshoes, Burroughs Adding Machines, National Cash Registers, "Modern Eloquence." Author of the Burroughs' slogan, "A Better Day's Work." Author of "Financial Advertising," "Credit Man and His Work," "Cost Keeping Efficiency," "Getting the Most Out of Business." Contributor to advertising and trade periodicals. Speaker on advertising efficiency and civic topics. President Jamestown Board of Commerce, 1915. Chairman Executives Club, Detroit, 1914. Vice-president Ways and Means Committee, Detroit Board of Commerce, 1914. President National Association of Advertising Managers, 1911. Vice-president National Association Corporation Schools, 1913-14. Vice-chairman Educational Committee Associated Advertising Clubs of the World, 1912. Member Adcraft Club of Detroit. Honorary member Lancaster Ad Club, Oklahoma City Ad-Club, Dallas Ad League, Fort Worth Ad League, St. Louis Ad Men's Club. President Adcraft Club of Detroit, 1908. Member Executive Com-

mittee Associated Advertising Clubs of the World, 1912. Address, 113 Fort Street, West, Detroit, Michigan.

LIPPMANN, Charles R., Advertising Counselor, New York City. Born February 17, 1871, Bamberg, Germany. Commercial Academy. Identified with advertising successes of Aeolean, Genuine Bongor Slate, Atlas Cement, Knickerbocker Cement, Red Devil Tools, Schofield's Liquid Air, etc. Research work in advertising at Columbia University. Contributor to advertising and trade periodicals. Advertising speaker. Member Advertising Men's League of New York; Aldine Club, New York. Charter member Vigilance Committee same. Address, 37 East Twenty-eighth Street, New York City.

LORD, Edwin B., President Lord Manufacturing & Merchandising Company, Joliet, Illinois. Born December 21, 1867, Stillwater, Maine. B. A. University of Maine. Identified with success of Wilbur Stock Food Company, Milwaukee. Frst mail order advertiser to use page space, first to demand positive proof of exact quality of circulation and first to develop modern keying system. Formerly frequent contributor to advertising periodicals and advertising speaker. Active as political worker. Formerly editor Yankee Blade, pioneer mail order paper, established 1891. Member Joliet Ad Men's Club. Address, 201 to 213 Ottaka Street, Joliet, Illinois.

LYTLE, J. Horace, Advertising Manager Better Roads Publishing Company, Dayton, Ohio. Born October 17, 1884, Dayton, Ohio. High School and Allegheny College of Meadville, Pennsylvania, 1898. Identified with advertising Concrete Form Company, Inc., of Syracuse, New York, and Saegertown Gingerale, Dayton, Ohio. Author "Letters That Land Orders," "Advertising Media and Copy." Contributor to advertising and business periodicals. Public speaker. Member Good Roads Committee of Greater Dayton Association. Member Dayton Advertising Club. Address, 804 U. B. Building, Dayton, Ohio.

McCANN, Harrison K., President The H. K. McCann Company, New York City. Born November 4, 1880, Westbrook, Maine. A. B. Bowdoin College, 1902. Previously advertising manager New York Telephone Company. Also advertising manager Standard Oil Company. Closely identified with numerous national advertising successes. Member Advertising Men's League of New York. Member Association New York Advertising Agents. Vice-chairman same, 1914-15. Address, 61 Broadway, New York City.

McCLURE, Samuel S., President The S. S. McClure Company. Editor New York Evening Mail, New York City. Born February 17, 1857, County Antrim, Ireland. A. B. Knox College, 1882. M. A. same, 1887. L. H. D. same, 1907. From 1882 to 1884 engaged in publishing business with others. In 1884 established the McClure Syndicate, the first newspaper syndicate in the United States. In 1893 founded McClure's Magazine, the advertising policy of which, under the immediate management of Albert Brady, had a considerable influence in standardizing magazine advertising. A recognized power in the magazine

publishing field for years. Address, 126 East Twenty-fourth Street, New York City.

McKENNEY, George Franklin, Advertising Manager Automobile Training School, Kansas City, Missouri. Born March 9, 1876, Lincoln Nebraska. University Nebraska, 1897. For nine years advertising and sales manager Riley Publishing Company, Kansas City. One and a half years advertising and sales manager Punton Brothers Publishing Company, Kansas City. Identified with several successful direct by mail campaigns. For many years has worked for cleaner, higher ideals in advertising and the development of the direct by mail efficiency. Interested in mail order research work. Speaker on advertising subjects. Member Graphic Arts Association, and editor their monthly, "The Tickler." Chairman Publicity Committee of World's Purity Congress, 1914. Member Civic Affairs Committee Kansas City Commercial Club. President Kansas City Civic Alliance. President Kansas City Ad Club, 1913. Address, Northeast Corner Eleventh and Locust Streets, Kansas City Missouri.

McQUISTON, J. C., Manager Department of Publicity, Westinghouse Electric & Manufacturing Company, Pittsburgh, Pennsylvania. Born September 5, 1875, Sandy Creek, Pennsylvania. Public Schools. Iron City College, Pittsburgh. Entered employ of Union Switch & Signal Company, 1891, leaving the following year to enter the employ of the Pennsylvania Railroad, with whom he remained six years, leaving to enter the Westinghouse Company's Publishing Department. In 1910 the Westinghouse Bureau of Publicity and the Publication Department were consolidated, at which time he was appointed manager of the newly formed "Westinghouse Department of Publicity." Speaker on advertising subjects. Member Pittsburgh Publicity Association and Association of National Advertising Managers. Address, Edgewood Park, Pittsburgh, Pennsylvania.

MAHIN, John Lee, President Mahin Advertising Company, Chicago, Illinois. Born December 14, 1869, Muscatine, Iowa. Wayland Academy. Prior to removal to Chicago in 1891, was city editor and subsequently manager Muscatine Journal under his father. In 1891 joined the advertising department of the Chicago News, and later became advertising manager of the "Interior," Chicago. After wide advertising experience organized the Mahin Advertising Agency, 1898. As such has been closely identified with some of the most notable advertising successes of the country. Of late years his stand in regard to the advertiser and agency commission has been the cause of a distinct progress in the matter of agency, publisher and advertiser relations. Author "Mahin's Ten Tests," "Mahin Advertising Data Book," "Advertising—Selling the Consumer." Lecturer on advertising before the School of Commerce of Northwestern University, University of Chicago, University of Illinois, University of Wisconsin and University of Michigan. Extensive public speaker. Member Advertising Association of Chicago, Aldine Club and Sphinx Club of New York. Address, Monroe Building, Chicago, Illinois.

MALONE, William R., President Postal Life Insurance Company, New York City. Born July 14, 1865, Little Hope, Ohio. A. B. Ohio State University, 1885. From 1885 to 1897 was engaged in educational work, as supervisor and principal of Secondary Schools. From 1890 to 1897, principal of High Schools of Salt Lake City. From 1897 to 1904, connected with the New York Life Insurance Company in various capacities. Closely identified with the success of the Postal Life Insurance Company, and author of much of its notable publicity material. Originator of the idea of selling life insurance by mail. Actively interested in Federal supervision of life insurance. Speaker on advertising subjects. Member Association of National Advertisers, Advertising Men's League of New York, Sphinx Club of New York City, Associated Advertising Clubs of the World. Address, 35 Nassau Street, New York City.

MANSFIELD, E. G., General Manager Buffalo Specialty Company, and Samuel C. Rogers & Company, Buffalo, New York. Born March 4, 1862, Butler County, Pennsylvania. Ph. B. Cornell University, 1891. Identified with the advertising success of "Liquid Veneer." Instrumental in launching first Vigilance work in Buffalo, New York. Speaker on advertising and Vigilance Committee work. Member Buffalo Ad Club. Director same, 1913. Member Chamber of Commerce, Business Men's Association, Greater Buffalo Club, etc. Address, 375 Ellicott Street, Buffalo, New York.

MANSS, William H., Vice-President and General Manager Southern Settlement and Development Organization, Baltimore, Maryland. Born Cincinnati, Ohio. A. B. Wittenberg College, 1887, A. M. 1890; B. D. Yale University, 1892; Berlin University, 1889 and 1893. Active in industrial and agricultural development work. Public speaker on industrial, agricultural and traffic subjects. Organized Industrial Department of C. B. & Q. R. R. Lecturer at University of Chicago on Functions of Industrial Commissioner. Organized Industrial Department of Chicago Association of Commerce, The National Wool Warehouse, etc. Member Advertising Club of Baltimore. Address, Continental Building, Baltimore, Maryland.

MARCY, Grosvenor DeWitt, Secretary Sampson & Murdock Company, Boston, Massachusetts. Born October 3, 1883, Boston, Massachusetts. S. B. Massachusetts Institute of Technology, 1905. Gravitated toward the business and advertising end during three years' engineering work with George F. Westcott Company, of Buffalo, and Lamson Store Service Company, of Boston. Member Association of American Directory Publishers. Member Pilgrim Publicity Association of Boston. Chairman Miscellaneous Division same. Member National Commission, Associated Advertising Clubs of the World, 1915-16. Member sub-Committee on Education same, 1915-16. Address, 246 Summer Street, Boston, Massachusetts.

MARTIN, Mac, President Mac Martin Advertising Agency, Minneapolis, Minnesota. Born June 18, 1880, Wabasha, Minnesota. B. S. University of Minnesota, 1903. Organized present agency, 1904. Author "Modern Methods of Merchandising," also,

three pamphlets, published by the University of Minnesota, on "Planning an Advertising Campaign for a Manufacturer." Introduced resolutions at Omaha Convention Associated Advertising Clubs of the World which resulted in establishment of an Educational Committee. Chairman first Research Educational Committee of Associated Advertising Clubs of the World. Prepared report of investigations of said Committee on conditions after European war. Introduced the "Hanging Gardens" of Minneapolis. Made first investigation of value of conventions, and for two years chairman Committee on Conventions and Publicity for Minneapolis Civic and Commerce Association. Contributor to advertising periodicals. Extensive speaker on advertising subjects. Holds chair of Professional Lecturer on Advertising, University of Minnesota. Member Minneapolis Advertising Forum. President same, 1914-15. Member Town Criers Club of St. Paul. Member Red Roosters of Chicago. Member Executive Committee Associated Advertising Clubs of the World, 1913. Member Educational Committee same since its organization. Treasurer Associated Advertising Clubs of the World, 1909. Address, Security Building, Minneapolis, Minnesota.

MASSENGALE, St. Elmo, President Massengale Advertising Agency, Atlanta, Georgia. Born February 16, 1876, Norwood, Warren County, Georgia. Grammar School and Boys High School, Atlanta, Georgia. President Massengale Bulletin System. Identified with successful advertising Coca Cola, placed first magazine and newspaper advertising ever done for them. President Kansas City Coca Cola Bottling Company. Slogans, "Say Red Rock, and Say It Plain," "None Like Nunnally's." Founder of first advertising agency in Southern States. Contributor to advertising periodicals for years. Public speaker. Secretary Georgia State Democratic Executive Committee, director Georgia State Chamber of Commerce, member, president and founder Atlanta Ad Men's Club. Former member Educational Committee National Association. Address, Candler Building, Atlanta, Georgia.

MASSIE, George Edmond, Advertising Manager C. W. Antrim & Sons, Richmond, Virginia. Also secretary-treasurer Whitmore & Garrett, Inc., printers and publishers, Richmond, Virginia. Born March 16, 1883, "Edgewood," Hanover County, Virginia. Public Schools and Business Law, Richmond College. Instructor in advertising and salesmanship John Marshall Night High School, 1914-15. Charter member Richmond Advertisers Club. Chairman Membership Committee the same, 1911-12. Chairman Educational Committee, 1914-15. Address, 1417 East Cary Street, Richmond, Virginia.

MENEFEE, Henri Carl, Editor and Publisher "Signs of the Times," Cincinnati, Ohio. Born July 2, 1882, Crittenden, Kentucky. LL. B. American University, Harriman, Tennessee, 1902. For three years assistant editor "The Billboard," leaving same to become editor of "Signs of the Times," eight years ago. Member Advertisers Club of Cincinnati. For two years secretary Central Division Associated Advertising Clubs of the World. Two years secretary of Advertisers Club of Cincinnati. Address, 30 Opera Place, Cincinnati, Ohio.

MEREDITH, Edwin T., Publisher and Owner Successful Farming, Des Moines, Iowa. Born December 23, 1876, Avoca, Iowa. High School and Highland Park College, 1892-3. Speaker on advertising subjects. Director Chicago Federal Reserve Bank. Director Chamber of Commerce of the United States. Candidate for United States Senator, 1914. Member of Des Moines Ad Club, member its Board of Governors. Member Executive Committee Associated Advertising Clubs of the World. Address, 600 Park Lane, Des Moines, Iowa.

MOFFETT, James Renwick, President Moffett - Lynch Advertising Company, Baltimore, Maryland. Born January 17, 1885, Philadelphia, Pennsylvania. Formerly advertising manager Isaac Hamburger & Sons. Later special representative P. & H. Morton Advertising Company, of Baltimore. Manager Directory Advertising Bell (C. & P.) Telephone Company, Baltimore. Solicitor advertising department Philadelphia Bulletin. Particularly interested in special forms of "ethical" advertising for druggists and optical firms. Contributor to advertising and trade periodicals. Occasional speaker on advertising subjects. Member The Advertising Club of Baltimore. Member Board of Governors same, 1913-14. Address, 921 Munsey Building, Baltimore, Maryland.

MOORE, Edwin, President Moore Push-Pin Company, Philadelphia, Pennsylvania. Born October 3, 1874, Northumberland, Pennsylvania. C. E. degree Princeton University, 1897. In charge of the advertising and responsible for its success in the exploitation of the now well-known "Moore Push-Pin." Author its slogans, "Here's a Pin—Push It In." and "Moore Push-Pins to Hang Up Things." Member Poor Richard Club of Philadelphia. Secretary Poor Richard Club, 1913-14. Address, 113 Berkley Street, Philadelphia Pennsylvania.

MOORE, Rupert C., Advertising Manager Graton & Knight Manufacturing Company, Worcester, Massachusetts. Born March 30, 1885, Woodville, Masachusetts. Hopkinton High School. Extensive experience in sales promotion and follow-up campaigns. Direct mail advertising experience, and also experience in mailing list compilation and maintenance. Identified with exceptional belting campaigns of Graton & Knight. Trade journal circulation research work. Contributor to advertising periodicals. Active in developing activities of Worcester Publicity Association into notable civic work. Member Worcester Publicity Association, second vice-president, 1913; first vice-president, 1914-15. Member Associated Advertising Clubs of the World. Address, 47 Stafford Street, Worcester, Massachusetts.

MORATH, Charles H., Advertising Manager The Home Furnishing Company, and Vice-President The "Drugcraft" Company, Kalamazoo, Michigan. Born September 30, 1866, Newark, Ohio. Parochial Schools. Formerly advertising manager Howard Furniture Company, Port Huron, Michigan; Carroll & Cooney, Lima, Ohio. Speaker and lecturer on advertising subjects. Organized Kalamazoo Advertising League, 1912. Organized Jackson, Michigan, Ad Club, 1915. Member National Retailers Division Associated Advertising Clubs of the World. Member

Kalamazoo Advertising League. Member Board of Directors same, 1914-15. Member Educational Committee same, 1914-15. Member Vigilance Committee same, 1914-15. President same, two terms, 1912-13, and 1913-14. Kalamazoo Advertising League delegate-at-large Toronto and Chicago Conventions Associated Advertising Clubs of the World, 1914-15. Originated idea of "Kalamazoo Vigilance Trophy," "The Boiling Pot," which was presented by Kalamazoo Advertising League to Associated Advertising Clubs of the World, to be awarded annually to club coming from town of less than 50,000 for greatest progress in vigilance work. Address, 205 North Burdick Street, Kalamazoo, Michigan.

MORGAN, John J., President John J. Morgan Advertising Agency, Boston, Massachusetts. Born April 12, 1875, Oswego, New York. Syracuse University. Identified with the successful exploitation of New England summer resorts by the New York, New Haven & Hartford Railroad. Research on the "attention value of street car cards." Author "Quaint Cape Cod," "Lakes and Woods of Maine," "A Little Voyage of Enchantment," "Mount Desert," "Block Island." Speaker on advertising subjects. Instructor in Direct Advertising, School of Finance and Business Administration, Boston Y. M. C. A. Instructor in Advertising and Salesmanship, Burdett Business College, Boston, and South Boston Evening Commercial High School. Lecturer on advertising, High School of Commerce, Boston. Member Pilgrim Publicity Association. Chairman Educational Committee same, 1911-12-14. Member Associated Advertising Clubs of the World. Member National Educational Committee same, 1914. Address, Publicity Building, Boston, Massachusetts.

MORISON, Francis R., Advertising Counselor and Specialist in Financial Advertising. Born April 15, 1872, Newcastle on Tyne, Northumberland, England. Naturalized American citizen, 1896. Began business career as bank messenger in Wilmington, Delaware, subsequently being promoted through various positions to executive officer. The pioneer in this country of bank advertising. For the past fifteen years has handled the publicity work of hundreds of banks in all parts of the country. Contributor to periodicals. Speaker before advertising and commercial bodies. Active in civic service. Member Cleveland Advertising Club. Successively treasurer, vice-president and president of same. Address, 1212-1218 Citizens Building, Cleveland, Ohio.

MORRIS, William Beaumont, Advertising Manager Northwestern Knitting Company, Minneapolis, Minnesota. Born October 3, 1867, Montclair, New Jersey. University of Minnesota, 1891. Was editor of college "Junior Annual," and solicited advertising during his college course for student publications. Connected himself with Northwestern Knitting Company, 1896. In entire charge of all advertising for "Munsingwear" since its inception. Author of slogan, "Don't say underwear—Say Munsingwear." Speaker on advertising subjects. Lecturer on advertising at university of Minnesota. Member Minneapolis Civic and Commerce Association Committee on City Planning and City Housing. Member Committee on Vocational Education. Member Minneapolis Advertising Forum.

First president same. Previous to organization of the Minneapolis Advertising Forum for five years director of The Minneapolis Publicity Club. Director of Wells Memorial Settlement House since 1910. Director of University of Minnesota Y. M. C. A. Director Association of National Advertisers, 1914. Member Vigilance Committee Minneapolis Advertising Forum. Chairman Educational Committee Minneapolis Advertising Forum, 1915. Address, 716 Western Avenue, Minneapolis Minnesota.

MORRISON, Frank E., Advertising Manager "Associated Advertising," New York City. Born March 16, 1865, Marlow, New Hampshire. In 1889 established the first special advertising agency for out-of-town magazines in New York. Disposed of business in 1900 and joined Chas. Austin Bates Advertising Agency. Later joined the Ben B. Hampton Advertising Agency. With Success Magazine for a number of years, being appointed secretary and advertising manager of same, 1909. Appointed advertising manager of "Associated Advertising," the official organ of the Associated Advertising Clubs of the World, upon the change of name of that publication from "The Voice" in 1913. Publisher of "The Magic Story." Member New England Society of New York and New Hampshire, Society of New York, Aldine Club, National Arts Club of New York, Advertising Men's League of New York, Sphinx Club of New York, the Poor Richard Club of Philadelphia. Secretary of Quoin Club. The National Periodical Asociation, 1909-10. Address, 1133 Broadway, New York City.

MORROW, Marco, Director of Advertising, Capper Publications, Topeka, Kansas. Born July 18, 1869, Fosters, Ohio. High School. Editor of "Agricultural Advertising," Chicago, 1899-1906; 1905-8, director Taylor-Critchfield Company, Chicago. Author of slogan, "Kalamazoo Direct to You." Author "The True Function of Advertising." Contributor to advertising periodicals. Frequent speaker on advertising topics. Member Topeka Ad Club. Member Agricultural Publishers' Association. Director same, 1915. Member Associated Advertising Clubs of the World. Address, Capper Building, Topeka, Kansas.

MORTON, Henry, President P. & H. Morton Advertising Company, Baltimore, Maryland. Born March 6, 1875, Cincinnati, Ohio. After leaving Cincinnati nineteen years ago started the Outdoor Advertising Sign business in Baltimore. Identified with advertising success of American Tobacco Company, Coca Cola, Hunter's Rye, etc. Student of foreign outdoor advertising. Also engaged in real estate development, owning Norwood Heights, near Baltimore. Also director and stockholder Southern Hotel, Baltimore. Contributor to trade periodicals. Member Baltimore Advertising Club. Member Board of Directors same. Second vice-president same. Chairman Ways and Means Committee Associated Advertising Clubs of the World, 1913, raising $40,000 to entertain the convention that year. Address, 222 South Howard Street, Baltimore, Maryland.

MULFORD, Ora J., President Michigan Street Car Advertising Company, Detroit, Michigan. Also president Gray Motor Company. Di-

rector German American Bank, Detroit. Born September 8, 1868, Monroe, Ohio. Common Schools. 1886 organized Acme Printing Company. Started in street car advertising business in Los Angeles, California, in 1888, and has been engaged continuously in that business longer than any other man in the United States. Organized and became president of the Michigan Street Car Advertising Company, 1890. Organized the Curtis-Mulford Advertising Company, 1897. Organized and became president Michigan Yacht & Power Company, 1900. Organized and became president Gray Motor Company, 1905. Organized the O. J. Mulford Advertising Company, 1903. Vice-president and director United States Motors Company, 1910. Identified with a number of nationally successful advertising campaigns. For its first four years handled the advertising of the Ford Motor Company. Also handled the advertising of the Packard Motor Car Company for its first four years. Member Adcraft Club of Detroit. Address, 83 Fort Street West, Detroit, Michigan.

MULFORD, Ren, Jr., with the Proctor & Collier Company, Cincinnati, Ohio. Born Cincinnati, Ohio. Holder of original degree conferred by the Advertiser's Club of Cincinnati, 1907, "Doctor of Advertising." Creator of new word for telephone advertising—"Notel." Slogan to his credit, "The Neal Conquers Habit—Drink or Drug." For many years of the Blaine-Thompson Company, advertising agency, and its vice-president. President the Cincinnati Neal Institute. Former newspaper man. Contributor to advertising periodicals. Advertising speaker and lecturer. Instructor in advertising and salesmanship St. Xavier College of Journalism and Advertising. Former vice-mayor of Norwood, Ohio. Was chairman Chalmers Trophy Commission. Member Advertisers Club of Cincinnati, ex-president and several years member of its Board of Governors. Address, Commercial Tribune Building, Cincinnati, Ohio.

NAST, Conde, Publisher New York City. Born March 26, 1874, New York City. A. B. Georgetown College, 1894. A. M. same, 1895. LL. B. St. Louis University, 1897. Publisher "Vanity Fair." Publisher of "Vogue." Publisher "House and Garden." Publisher "Le Costume Royal." Formerly advertising and business manager Collier's from 1900 to 1907. One of the two organizers of the Home Pattern Company, 1904. An organizer of United Publishers Corporation. President and publisher of Vogue since 1909. An acknowledged authority along "scientific circulation" lines. Member Sphinx Club, New York City. Member Quoin Club. Address, 443 Fourth Avenue, New York City.

NAST, Cyril, Manager Advertising Bureau New York Edison Company, New York City. Born August 28, 1879, Morristown, New Jersey. Son of famous artist and cartoonist, Thomas Nast. High School. Identified with introduction of the "Edison Man" and the "At Your Service" slogan to New York public. Interested in advancing poster, booklet and other branches of the printing art in electrical advertising. Contributor to technical periodicals. Member American Institute of Graph Arts, Technical Publicity Association, Advertising Men's League

of New York, National Electric Light Association, Graphic Group, Graphic Arts Department Associated Advertising Clubs of the World, the Players Club, New York Athletic Club and Sons of Jove. Address, Irving Place and Fifteenth Street, New York City.

NELSON, Frederic S. Advertising Manager O'Connor, Moffatt & Company, San Francisco, California. Born May 20, 1870, Sandy Hill, New York. A. M. University of Pennsylvania, 1890. Advertising research work at the University of California in Department of Psychological Research, 1914. Contributor to trade and advertising periodicals and newspapers. Advertising speaker and lecturer. Member Advertising Association of San Francisco. Secretary-treasurer of same four terms. Address, 121 Post Street, San Francisco, California.

NEMEYER, Paul M., President Nemeyer Advertising Company, Wheeling, West Virginia. Born November 18, 1883, Coldwater, Branch County, Michigan. High School, Ohio State University, 1903. In advertising work since 1903, starting at Columbus, Ohio, later at Toledo, Newark and Cincinnati, Ohio, and St. Louis, Missouri. Free lance work in twenty-eight States for three years. Established Nemeyer Advertising Agency, Wheeling, 1912. Slogan and trademark to his credit, "Luna—Ruler of the Night," for Luna lighting glass. Organizer, first president and now secretary, Rotary Club of Wheeling—known as "Father of Rotary in West Virginia." President Wheeling Ad Club, 1914. Chairman its Educational Committee, 1915. Address, Court Theater Building, Fifth Floor, Wheeling, West Virginia.

NESBIT, Wilbur D., Vice-President Mahin Advertising Company, Chicago, Illinois. Born September 16, 1871, Xenia, Ohio. High School. Extensive and varied experience as newspaper feature writer, writer of poetry and fiction and notable advertising copy. Is head of copy department Mahin Advertising Company. Author "Little Henry's Slate," "Trail to Boyland," "An Alphabet of History," "The Gentleman Ragman," "Land of Makebelieve," etc. Contributor to periodicals. Address, 104 South Michigan Avenue, Chicago, Illinois.

NEWCOMB, Arthur, Educational Director Blackford School of Character Analysis, New York City. Born June 21, 1873, Sun Prairie, Wisconsin. Ripon Preparatory School, 1892. A. B. Ripon College, 1896. Makes a specialty of research, analysis, classification of data and preparation of educational courses on practical, commercial subjects. Has prepared and written advertising campaigns for several large real estate and industrial promotion projects. Made world tour as correspondent for several publications in 1904. Editor "Science of Business Building," by A. F. Sheldon, 1909-10. Managing editor "The Business Philosopher," 1910-13. Editor "The Science of Personal Efficiency," by Harrington Emerson, 1912-13. Editor "The Science of Character Analysis by the Observational Method," by Dr. Katherine M. H. Blackford, 1913-14. Coauthor with Dr. Blackford "The Job, the Man, the Boss," 1914. Author "The Questions of Socratic," series in Business Philosopher, 1909-13. Frequent contributor to advertising and business periodicals. Advertis-

ing writer and advisor from 1897 to 1915. Address, "Dreameyrie," Alpine, New Jersey.

NEWMYER, A. G., Business Manager New Orleans Item. Born May 26, 1885, Washington, D. C. At one time youngest newspaper advertising manager in United States. Thirteen years with Munsey organization, newspaper department. First newspaper manager to install copy service department for advertisers. Responsible for sending home in automobile "Abernathy kids," who met Colonel Roosevelt upon his return from Africa, a "stunt" resulting in 8,000 columns of free publicity. Contributor to trade periodicals. Advertising speaker. Organizer and honorary life member Ad Club of New Orleans and Ad Club of Shreveport, Louisana. Member Board of Directors Ad Club of New Orleans. Former chairman of Committe on Educating Public, Associated Advertising Clubs of the World. Member Educational Committee Associated Advertising Clubs of the World. Address, 210 Camp Street, New Orleans, Louisiana.

NIMS, Harry D., Lawyer, New York City. Born January 9, 1875, Keene, New Hampshire. B. A. Williams College, 1898. Honorary M. A. Williams College, 1915. Author "Law of Unfair Business Competition," 1907. Contributor to periodicals on legal and business subjects. Author "Printer's Ink Model Statute." Member Advertising Men's League of New York. Member Association of the Bar of City of New York. American Bar Association. University Club of New York City. Address, 32 Nassau Street, New York City.

NORMAN, T. E. F., Proprietor Norman Advertising Agency, New Haven, Connecticut. Born August 26, 1850, New Haven Connecticut. Collegiate and Commercial Institute. Two years with R. G. Dun & Company; two years advertising department St. Paul, Minnesota, trade journal; ten years advertising department New Haven Evening Register; four years advertising manager New Haven Journal-Courier. For last three years at the head of his own advertising service. One of the pioneers in preparing advance copy for large space advertisements. Charter member New Haven Publicity Club of the Chamber of Commerce. Chairman Educational Committee same, 1915. Address, 310 First National Bank Building, New Haven, Connecticut.

NORWOOD, Irving C., Consultant on Municipal and Corporation Publicity, Davenport, Iowa. Born March 16, 1879, Washington, D. C. High School. Particularly active in Municipal development. Reported proceedings of the National House of Representatives 1904-12, for Washington Star, and 1910-12, for New York Sun. Member publicity staff Republican Congressional Committee campaign of 1912. Author "A City in Which To Live," "A Text-Book for Manufacturers." Speaker and writer on industrial and municipal problems. Secretary Greater Davenport Committee, Davenport Commercial Club, Davenport Industrial Investment Company, Scott County Farm Improvement League, Charities and Advertising Bureau, Jobbers and Shippers Association, Manufacturers Association. Vice-president National Rivers and Harbors Congress, Mississippi Valley Terminal League, Upper Mississippi River Improvement Association. Was in charge National publicity work for inaugural committee

for President Taft. Member Davenport Ad Club. Chairman Vigilance Committee. Address, 129 Denison Avenue, Davenport, Iowa.

OSBORN, Alex. F., Service Manager E. P. Remington Advertising Agency, Buffalo, New York. Born May 24, 1888, New York City. Morris High School, New York City. Ph. B. Hamilton College, 1909. Ph. M. (Honorary), the same, 1915. Publicity secretary Buffalo Chamber of Commerce during its $100,000 campaign to boost Buffalo. Teacher of advertising Buffalo Evening High Schools, 1914-15. Y. M. C. A., 1911-15. Author "Brass Tacks of Advertising," "Home Course in Advertising," published serially in fifty newspapers. Public speaker. Ex-director Buffalo Wholesale Merchants Association. Member Buffalo Ad Club. Vice-president same, 1915-16. Address, 1280 Main Street, Buffalo, New York.

OSWALD, John Clyde, Editor The American Printer, President Oswald Publishing Company, New York City. Born July 11, 1872, Fort Recovery, Ohio. High School. Speaker on printing art and advertising. President Federation of Trade Press Associations. President American Institute of Graphic Arts. Vice-president Press Congress of the World. Ex-president New York Trade Press Association, National Editorial Association. Director New York Press Club, Printers' and Bookbinders' Insurance Company, Graphic Arts Insurance Company. Ex-vice-president Advertising Men's League of New York. Member Executive Committee, Educational Committee and National Commission of Associated Advertising Clubs of the World. Address, 344 West Thirty-eighth Street, New York City.

PARKER, Don M., Advertising Manager The Century Co., New York City. Born January 31, 1881, Mason City, Illinois. In charge of advertising for Century Magazine and St. Nicholas Magazine. Formerly advertising manager McClure, Phillips & Company. Also eastern advertising manager the "House Beautiful." Representative of McClure's. Member New York Representatives Club. President same, 1910. Member Quoin Club. Member Advertising Men's League, New York City. Address, 353 Fourth Avenue, New York City.

PARSONS, Frank Alvah, President New York School of Fine and Applied Art; also Professor of Advertising Display, New York University, New York City. Born April 1, 1866, Chesterfield, Massachusetts. B. S. Columbia University, 1905. Studied abroad. Conducts summer study trips in Europe for architects, interior decorators and others interested in historic period arts. Has done extensive advertising research in relation to influence of display on results. Author "Principles of Advertising Arrangement." Co-author "Advertising, Its Principles and practice." Author "Interior Decoration, Its Principles and Practice." Contributor to advertising, trade and class periodicals. Extensive lecturer and speaker. For five years special lecturer at the Advertising Men's League of New York. Address, 2239 Broadway, New York City.

PASCHALL, Irvin Francis, Advertising Manager The Farm Journal, Philadelphia, Pennsylvania. Born October 12, 1880, Doylestown, Pennsylvania. Public Schools. Member Poor Richard Club, Philadelphia, Ad-

vertising Men's League of New York, Associated Advertising Clubs of the World. Chairman National Exhibit Committee same, 1914-15, 1915-16. Address, Washington Square, Philadelphia, Pennsylvania.

PATTERSON, E. C., Vice-President and General Manager P. F. Collier & Son, New York City. Born September 25, 1871, Rochester, New York. High School. Previously president and advertising manager Vive Camera Company, of Chicago, and identified with the advertising success of same. Identified with Collier's since 1900, western advertising manager at Chicago from 1900 to 1907. Advertising manager from 1907 to 1912. Vice-presdient and general manager since 1912. Address, 416 West Thirteenth Street, New York City.

PATTERSON, John H., President and General Manager The National Cash Register Company, Dayton, Ohio. Born December 13, 1844, Dayton, Ohio. A. B. Dartmouth College, 1867. Spent early life on farm. Became canal toll collector at Dayton after graduation. Engaged in retail coal business, and later became mine operator. Entered cash register business 1882, organizing The National Cash Register Company in 1884. Believer in forceful advertising, and active director of his own company's publicity. When in coal business he adopted plan of giving and obtaining receipts from retail customers. This plan was so successful that after engaging in the cash register business, he strove to develop a receipt printing machine. The "Get a Receipt" slogan is now famous. Active in public affairs. One of the first men in the country to suggest government of cities by small commissions. A leader in the movement for the adoption of the city-manager plan in Dayton. Member of Dayton Ad Club. Member of Sphinx Club, New York City. Address, Far Hills, Dayton, Ohio.

PERRY, George Hough, Director Division of Exploitation Panama-Pacific International Exposition, San Francisco, California. Born July 25, 1869, Medford, Massachusetts. A. B. Boston University. B. L. the same. Identified previously with John Wanamaker, New York. Everybody's Magazine. Opening campaign United Cigar Stores Company. Launching of many American Tobacco Company brands. Opening campaign of Gimble Brothers, New York. Perry, Dame & Company. Author "Retail Advertising," text-book International Correspondence School. Constant contributor to periodicals. Speaker and writer in support of theory "Advertising Not Necessarily Salesmanship." Member Sphinx Club of New York. Advertising Men's League of New York. Advertising Association of San Francisco. Address, 2243 Green Street, San Francisco, California.

PIERCE, Guy C., Western Advertising Manager "Every Week" and Associated Sunday Magazines, Chicago, Illinois. Born December 11, 1873, St. Albans, Vermont. B. S. Tufts College, 1896. Identified with successful progress of Associated Sunday Magazines for past eight years. Active worker for success of Chicago Convention Associated Advertising Clubs of the World, 1915. Member Agate Club, Atlas Club, University Club, Chicago Advertising Association, Red Roosters, Cleveland Advertising Association. President

Agate Club of Chicago. Address, 1101 Garland Building, Chicago, Illinois.

PORTER, DeForest, Proprietor DeForest Porter Advertising Service, Buffalo, New York. Born 1876, San Diego, California. High School, Military College, University of Michigan. Specialized in advertising work for twenty years. Particularly successful in department store advertising. In charge successively of the advertising for the following leading department stores of Buffalo: William Hengerer Company, H. A. Meldrum Company, The Sweeney Company and Hamlins'. Originator of several distinctive newspaper syndicate propaganda. Established business of his own, 1915. Contributor to advertising periodicals. Speaker on advertising subjects. Active in advertising club work. Member Buffalo Ad Club. Director of same since its formation. Formerly vice-president of same. President, 1914-15. Director Advertising Affiliation since its formation. Address, Suite 12, Roote Building, Buffalo, New York.

PRATT, Lewellyn E., President and Treasurer Lewellyn E. Pratt, Inc., New York City. Born April 2, 1872, Oakland, California. A. B. Williams College, 1894. Formerly sales manager for five years American Art Works; for three years with Passaic Metal Ware Company. Since 1914 engaged in the advertising sign business on his own account. Member Aldine Club, New York City. Advertising Men's League of New York. Director same, 1914-15. Chairman Educational Committee Associated Advertising Clubs of the World, 1914-15, 1915-16. Member Executive Committee same, 1910-11. Member for Specialties Department of National Commission Associated Advertising Clubs of the World, 1915. Address, Candler Building, Times Square, New York City.

PRATT, Louis Albert, Proprietor Louis A. Pratt Advertising Company, Detroit, Michigan. Born January 9, 1872, Traverse City, Michigan. High School, 1891. B. L. University of Michigan, 1896. Two years editor Inlander. From 1898-1900 owner and editor of Michigan Alumnus. For seven years president of Inland Press, Ann Arbor. Previous advertising connections, Olds Motor Works, Brownell & Humphrey Advertising Agency, Trussed Concrete Steel Company, Alamo Manufacturing Company. Director Detroit Y. M. C. A. Advertising Course since 1910. Member Detroit Board of Commerce, member Adcraft Club of Detroit. Former secretary and auditor of same. Member Detroit Athletic Club. Address, 1926-7 Ford Building, Detroit, Michigan.

PRATT, Samuel, Treasurer and Director Van Beuren & New York Bill Posting Company, New York City. Born April 1, 1856, Birdsell, Allegheny County, New York. Public Schools and private tutor. In addition to connection with above company is president and director of the following: Newark Sign Company, Newark Poster Advertising Company, New Haven Poster Advertising company, Bridgeport Outdoor Advertising Company, Dallas Poster Advertising Companq, the Edwards Company (Waco, Texas); Joliet Bill Posting Company. Also is vice-president and director of the following: American Posting Service, Western Bill Posting Company, North Shore

Advertising Company, and South Shore Advertising Company, of Chicago; and Aurora Bill Posting Company. Member Poster Advertising Association. Director same. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 200 Fifth Avenue, New York City.

PRENTIS, Henning W., Jr., Manager Publicity Department Armstrong Cork Company, Pittsburgh, Pennsylvania; also Publicity Director Armstrong Cork & Insulation Company. Born July 11, 1884, St. Louis, Missouri. A. B. University of Missouri, 1903. A. M. University of Cincinnati, 1907. Secretary to the President, University of Missouri, 1903-5. Secretary University of Cincinnati, 1905-7. Assistant to General Manager Armstrong Cork & Insulation Company, 1907-11. Organized publicity Department Armstrong Cork Company, 1911. Member Pittsburgh Publicity Association. Chairman Vigilance Committee the same, 1912-13. President Pittsburgh Publicity Association, 1914. Address Twenty-fourth Street and Allegheny River, Pittsburgh, Pennsylvania.

QUARLES, Edwin L., Secretary Board of Commerce, Lexington, Kentucky. Born July 4, 1880, Clarksburg, West Virginia. Private School. Richmond College. Previously special representative advertising department Richmond Times Dispatch. Also director Greater Baltimore Committee. Extensive experience in commercial development. Interested in advertising research relative to national advertising by American municipalities. Contributor to trade and technical periodicals. Speaker on community and sectional development. Secretary Petersburg, Virginia, Chamber of Commerce. Secretary Southern Commercial Section Association. Secretary Southern Commercial Congress. Member Ad Club of Baltimore. Member Lexington, Kentucky, Ad Club. Member Board of Directors Advertising Club of Baltimore, 1912. Chairman Entertainment and Reception Committee Baltimore Convention Associated Advertising Clubs of the World. Address, Board of Commerce, Lexington, Kentucky.

REED, Horatio R., Advertising Manager The Christian Herald, New York City. Born May 13, 1871, Westfield, New Jersey. Columbia University School of Mines, 1890. New York and New England representative Review of Reviews, 1895 to 1897. 1897 to 1907, western manager same, in Chicago. 1907, western manager Ridgway's Weekly. 1907-8, advertising manager Red Book Corporation, Chicago. 1908-10, with Collier's Weekly. 1910-15, advertising manager Christian Herald. Member Advertising Men's League of New York, Twilight Club of New York, Aldine Club of New York. Secretary same, 1913-15. Member Quoin Club. President same, 1914. Address, Leonia, New Jersey.

RENFREW, John, Advertising Counselor John Renfrew Advertising Service, Los Angeles, California. Born September 24, 1867, Peterboro, Canada. Especially interested and active in establishment of "Business Branches" in public libraries. Compiled first authentic catalogue of books on advertising for the Library Committee of the Associated Advertising Clubs of the World, under title "Neucleus of an Ad Club Library."

Compiled data and exhibit for Advertising Club of Los Angeles in its successful competition for Printers Ink Cup at Toronto Convention Associated Advertising Clubs of the World. Public speaker. House organ editor. Instructor in Los Angeles Y. M. C. A. Course in Advertising. Member Advertising Club of Los Angeles. Associated Advertising Clubs of the World. Member Executive Committee same, 1914-15. Chairman sub-Committee on Libraries of the Educational Committee same, 1914-15. Chairman Educational Committee Advertising Club of Los Angeles for five years. Address, 920 Santee Street, Los Angeles, California.

RENNARD, John H., President John H. Rennard Company, Wheeling, West Virginia. Born February 23, 1876, Hiramsburg, Ohio. Public Schools. One year Ohio State University. Left editorship Wheeling Daily Intelligencer, 1905, to become advertising manager The Palace Furniture Company of Wheeling. Organized the advertising agency of John H. Rennard Company, 1907. Author of the now well known slogan: "Swat the Lie." One of three judges to award Baltimore Truth Trophy at Chicago Convention Associated Advertising Clubs of the World. Founder and first president Wheeling Ad Club, 1911. President of same, 1915. Chairman Vigilance Committee Pittsburg Publicity Association, 1913-14. Member National Vigilance Committee during same period. Member Wheeling Ad Club, Pittsburg Publicity Association and honorary member Marietta, Ohio, Ad Club. Address, 603 North Front Street, Wheeling, West Virginia.

RICHARDS, Joseph Addison, President Joseph A. Richards & Staff, Inc., New York City. Born September 14, 1859, Brooklyn, New York. Attended Wesleyan University, which conferred upon him the honorary degree of A. M., 1912. Succeeded his father as head of agency established by the latter in 1873. Winner of the largest advertising writing prize ever offered, by the Chicago Daily News, over 3,000 contestants. Wrote the first series of Salesman's Lessons, afterwards published in book form by Waterman's Ideal Fountain Pen Company. Later performed same service for Victor Talking Machine Company, and initiated and engineered Prize Contests for the latter among its distributing salesmen. Author of the slogan of New York Evening Mail, "One Cent Buys the Best." Editor numerous house organs. Speaker on advertising subjects. Member Advertising Men's League and Advertising Agents' Association of New York City. Secretary and treasurer the latter for two terms, 1911-13. Address, 9 East Fortieth Street, New York City.

ROBBINS, Harry D., Investment Specialist, 43 Exchange Place, New York City. Born April 8, 1881, Ypsilanti, Michigan. Michigan State Normal College and Cleary Business College, Ypsilanti, 1899. From 1899 to 1901, McCormick Harvesting Machine Company. 1902 to 1905, confidential executive with Frank H. Cooper, Chicago-New York. From 1905 to 1915, advertising manager N. W. Halsey & Company, New York. With the latter developed the educational idea in investment advertising, introducing the first high class investment copy in magazines. Became interested in raising the standards of adver-

tising ethics, and did noteworthy work as one of the pioneers in the vigilance movement. Established business of his own as an Investment Specialist, 1915. Copious contributor to periodicals on financial advertising, investments and questionable publicity. Extensive speaker along the same lines. Member Aldine Club, New York. Member Business Science Club of New York. President same two years. Member Advertising Men's League of New York. Director same, 1913-14-15. Chairman Finance Committee same, 1914. Chairman Vigilance Committee same, 1915. Member Associated Advertising Clubs of the World. Organizer and Chairman National Vigilance Committee same, 1912-14. Chairman Vigilance Committee Eastern Division same, 1912-13. Chairman Questionable Advertising Committee Association of National Advertisers, 1912-13. Residence address, Kew Gardens, Long Island, New York.

ROGERS, Hopewell L., Business Manager The Chicago Daily News, Chicago, Illinois. Born December 19, 1876, Chicago, Illinois. Ph. B. Yale University, 1897. John Marshall Law School, 1906. Started his business career with The Chicago Daily News, November 1, 1897, and worked in every department of the business, except editorial, art and composing, now being business manager. Member Chicago Bar Association. Member Chicago Advertising Association. Director and treasurer Audit Bureau of Circulations, 1914-15. Director American Newspaper Publishers' Association, 1912-16. Vice-president same, 1914-15. Member Advertising Agents Committee same, 1910-16. Member Bureau of Advertising Committee same, 1913-14. Member City Club, Chicago Athletic Association, Legal Club, Saddle and Cycle Club, of Chicago. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Address, 15 North Fifth Avenue, Chicago, Illinois.

ROWE, Frank H., General Manager E. L. Ruddy Company, Toronto, Canada. Born April 23, 1876, Bangor, Maine. Public Schools. Formerly of staff the Frank Presbrey Advertising Agency, New York City, leaving to become vice-president and general manager of the Dominion Advertising Agency, Toronto. Subsequently advertising manager of the Russell Motor Car Company, West Toronto, leaving in 1912 to become sales manager of the E. L. Ruddy Company, of which he is now general manager. Is advertising counsel to Poster Advertising Association of Canada. Contributor to advertising and trade periodicals. Speaker on advertising topics. Member Toronto Advertising Club. Chairman Convention Committee same, in 1914 for Toronto Convention Associated Advertising Clubs of the World. Elected to Executive Committee the latter, 1914. Re-elected same, 1915. Wrote the newspaper advertising and designed the posters which raised $550,000 locally in three days for 1915 Toronto Red Cross campaign. Address, 11 East Wellington Street, Toronto, Canada.

RUTHRAUFF, W. B., Partner Ruthrauff & Ryan, Advertising Agents, New York City. Born June 28, 1887, Toledo, Ohio. Yale University, 1909. Was advertising manager of a proprietary medicine concern and later connected with a New York advertising agency, before establishing present business. Iden-

tified with a number of advertising campaigns of prominence, notably Pelton's "Power Books," Sohmer Pianos, Cowperthwait & Sons, the Oldest Furniture House in America; Tulloss School of Typewriting, Christian's Course in Scientific Eating, Kenney Needle Shower, etc. Member Advertising Men's League of New Advertising Agents. Address, 450 Fourth Avenue, New York City.

SCARBURGH, Robert Stuart, Advertising Manager New York Telephone Company, New York City. Born May 31, 1878, Accomac, Virginia. Public and Private Schools, Virginia. Identified with successful educational telephone publicity. Member New York Press Club, Sphinx Club of New York, Advertising Men's League of New York, Salmagundi Club, Twilight Club, New York Athletic Club, American Institute of Electrical Engineers. Secretary Advertising Men's League of New York. Chairman Membership Committee Sphinx Club of New York. Member Publicity Committee Technical Publicity Association. Address, 15 Dey Street, New York City.

SCHOLZ, Emil M., Publisher New York Evening Post, Publisher "The Nation," New York City. Born December 25, 1881, Chicago, Illinois. Public Schools, Lewis Institute, University of Pennsylvania. Secretary and treasurer The Nation Press. Vice-president Garrison Realty Company. Identified with the development of the Pittsburg Post and Sun, following receivership. Member Aldine Club, Sphinx Club, New York. Advertising Men's League of New York. New York Bureau of Advertising American Newspaper Publishers Association. Address, 162 West Fifty-fourth Street, New York City.

SCOTT, Walter Dill, Advertising Counselor, Evanston, Illinois. Born May 1, 1869, Cooksville, Illinois. A. B. Northwestern University, 1895. Ph. D. Leipzig, 1900. In charge Psychology Department Northwestern University, Evanston, Illinois. Author "Theory of Advertising," 1908, "Psychology of Advertising," 1910; "Influencing Men in Business," 1912. Author of first book on Psychology of Advertising. Contributor to business, advertising and general periodicals. President National Association of Advertising Teachers. Speaker and lecturer on advertising. Address, Northwestern University, Evanston, Illinois.

SEELYE, Warren O., Secretary Treasurer Thorson-Seelye, Inc. Born January 26, 1886, Owosso, Michigan. University of Michigan. Formerly advertising departments Morgan & Wright, United States Rubber Company, New York branch manager of the Dunlap Ward Advertising Agency. Author of slogans, "Spring Step Heels," and "Nobby Tread Tires." Member Adcraft Club of Detroit. Formerly first vice-president same. Address, Fifth Floor, Farwell Building, Detroit, Michigan.

SHARPE, George Bertram, Advertising Manager, The DeLaval Separator Company, New York City. Born February 26, 1877, Fenelon Falls, Ontario, Canada. College Preparatory. Previously identified with the successful advertising of the Studebaker Company. Author of their slogan: "It is a Studebaker." Identified with the success of the DeLaval

Separators since 1910. Author of their slogans: "Sooner or Later You Will Buy a DeLaval," "The Cream of the Cream Separator Trade Goes to DeLaval Agents." Interested in farm market research and price maintenance. Contributor to advertising periodicals. Speaker on agricultural advertising topics. One of the largest users of farm paper space and a recognized authority on agricultural advertising and merchandising. Member Advertising Men's League of New York. Member Association of National Advertisers. Treasurer same, 1912-13. Director and member Executive Committee same, 1915-16. Member Associated Advertising Clubs of the World. Vice-chairman National Vigilance Committee same, 1914. Member National Commission same, 1915-16. Address, 165 Broadway, New York City.

SHAW, William, Publisher Christian Endeavor World, Boston, Massachusetts. Born February 14, 1860. Ballardvale, Massachusetts. Public Schools. LL. D. Occidental College, Los Angeles, California, 1914. Treasurer The Golden Rule Company, publishers of the Christian Endeavor World since 1910. Contributor to religious and literary periodicals. Public speaker. Candidate for governor of Massachusetts on Prohibition platform 1915. Member Pilgrim Publicity Association of Boston. Chairman Speakers' Bureau same, 1913-14. Address, 31 Mt. Vernon Street, Boston, Massachusetts.

SHELDON, Arthur Frederick, President The Sheldon School. Also editor the Business Philosopher. Born May 1, 1868, near Vernon, Michigan. Michigan State Normal, 1887. University of Michigan, 1892. Also graduate in law. Extensive experience as a salesman. Author of slogan, "He profits Most Who Serves Best." Author of "The Science of Business Building," "The Science of Salesmanship," "The Science of Service," "The Science of Industrial Success," "The Art of Selling." Founder of The Sheldon School of Salesmanship, 1902. Extensive public speaker and lecturer on business, advertising and salesmanship. Life member Chicago Press. Address, Area, Illinois.

SHOEMAKER, John E., General Manager Washington Poster Advertising Company, Washington, District of Columbia. Also Baltimore Poster Advertising Company, and Secretary and Treasurer both companies. Born August 22, 1871, Washington, D. C. Public Schools. Member Advertising Club of Baltimore. Advertising Club of Washington. President same, 1911-12-13. Member Outdoor Advertising Club, Poster Club, Washington, D. C. Member Associated Advertising Clubs of the World. Member National Commission same, 1915-16. Member Sub-committee on Education same, 1915-16. Address, 202 Fourteenth Street N. W., Washington, D. C.

SHRYER, William A., Publisher, Detroit, Michigan. Born July 13, 1876, Terre Haute, Indiana. A. B. University of Indiana, 1898. Graduate research University of Michigan, 1913. Established The American Collection Service in Detroit, 1907. President of same, also of Business Service Corporation. Editor "Business Service" Magazine, 1909-13. Author "Analytical Advertising," 1912. Author "Collecting by Letter," two volumes, 1913. "Collection Sense and Science," etc. Special advertising re-

search in the psychological laboratory University of Michigan, 1913, findings being reported System Magazine, 1913-14. Study of foreign advertising conditions, Europe and Orient, 1913-14. Special mail order consultation service New York City, 1914-15. Contributor to advertising and business periodicals on mail order efficiency and advertising analysis. Speaker on mail order advertising topics. Officer, director and first auditor, Detroit Adcraft Club. Address, 9 Lakeland Avenue, Grosse, Pointe, Michigan.

SHUEY, Edwin L., Advertising Director Lowe Brothers Company, Dayton, Ohio. Born January 3, 1857, Cincinnati, Ohio. A. B. Otterbein College, Westerville, Ohio, 1877. A. M. the same, 1880. After leaving college taught in public and private schools and colleges for eight years. Early business and advertising experience was gained as manager of the Book Department of the United Brethren Publishing House, Dayton, Ohio, 1885-97. While there was one of the originators of the "International Teachers' Bible" and was chief editor of the Bible Readers' Aids published in connection with that Bible. Later was the first head of the Welfare Work of the National Cash Register Company. In charge of the successful advertising campaigns of Lowe Brothers Company since the inception of its advertising policy in 1900. Originator of "Neighborhood Improvement" idea in the paint business. Author "Factory People and Their Employers," 1900. Contributor to periodicals on advertising and factory welfare subjects. Public speaker. Member International Committee Y. M. C. A., Ohio Committee Y. M. C. A.,director and former president Dayton Y. M. C. A. Member Dayton Advertising Club. Member Association of National Advertisers. Address, 204 Central Avenue, Dayton, Ohio.

SHUMAN, A. L., Advertising Manager Fort Worth Star-Telegram, Fort Worth, Texas. Born January 31, 1872, Savannah, Georgia. Common Schools. Previously advertising writer for department stores, succeeding extensive experience in printing trade. Speaker on advertising subjects. Member National Educational Committee Associated Advertising Clubs of the World, 1910-14. Member National Executive Committee the same, 1914. Charter member and one of the first members Board of Directors Fort Worth Advertising Men's Club. Corresponding secretary same, 1911-14. Address, Fort Worth Star-Telegram, Fort Worth, Texas.

SIDENER, Merle, President Sidener-Van Riper Advertising Company, Indianapolis, Indiana. Born, August 7, 1874, Crawfordsville, Indiana. Public Schools, Butler College. Member Advertisers' Club of Indianapolis. President same, Sept., 1912, to Sept., 1914. Member Associated Advertising Clubs of the World. Appointed chairman National Vigilance Committee same, June 25, 1914, at Toronto Convention, and reappointed at Chicago Convention, June, 1915. Address, 1206-1207 Merchants Bank Building, Indianapolis, Ind.

SIMPSON, H. Prescott, President The Fowler-Simpson Company, Cleveland, Ohio. Born January 24, 1870, Cheltenham, England. Orsett College, Essex and St. Margaret's, Kent. Identified with success of "Japalac,"

Glidden Varnish product, Cleveland, Ohio, also the anti-substitution campaign and the creation of the trademarks "Everstick" in connection with an overshoe, and "Squeegee," in connection with the Diamond Rubber Company campaign. His slogan for latter, "We could build them cheaper, but we won't—We would build them better, but we can't." Contributor to periodicals. Member Cleveland Advertising Club. Address, 1900 Euclid Avenue, Cleveland, Ohio.

SIMPSON, Roy B., Advertising and Sales Manager, St. Louis, Missouri. Born September 5, 1875, Searcy, Arkansas. High School. Advertising agent and promotion counsel for Listerine, Standard Adding Machine, International Shoe Company, Measuregraph Company and six others. Closely identified with following advertising successes: Glucose Sugar Refining Company, 1901-3; Cash Buyers Union, 1904-5; Quaker Oats Company, 1906-7; Santo Vacuum Cleaners, 1908-10; International Shoe Company, 1911-13. Author "Diary of an Advertising Manager," "Diary of a Sales Manager," "Thirty Studies in Practical Advertising," in co-operation with St. Louis Ad Club (in preparation). Contributor to advertising periodicals and daily press. Originator "Talks on Advertising," Chicago Tribune, 1907. Originated Advertising Clinic in St. Louis Ad Club. Public speaker. Chairman Publicity Committee St. Louis Pageant, 1914, same Fashion Show, 1915. Member Poor Richard Club of Philadelphia, St. Louis Ad Club, Chairman Educational Association. Vice-president St. Louis Ad-Club. Chairman Educational Committee the same. Member Educational Committee Associated Advertising Clubs of the World. Chairman Educational Committee St. Louis Y. M. C. A. Address, 6350 Berlin Avenue, St. Louis, Missouri.

SIMPSON, William H., General Advertising Agent, Atchison, Topeka & Santa Fe Railway System, Chicago, Illinois. Born January 19, 1858, Lawrence, Kansas. University of Kansas. For thirty-four years connected with the advertising department of the Santa Fe. In full charge of same during the last fifteen years. Responsible for a number of the Santa Fe's notable campaigns. Author of their slogans, "Santa Fe all the Way," and "Two Fairs for One Fare." Writer of much of the company's descriptive publicity material. Contributor to advertising periodicals. Member Advertising Association of Chicago. Third vice-president same, 1913-14. Address, 1118 Railway Exchange, Chicago, Illinois.

SISSON, Wesley, Advertising Consultant, The Encyclopedia Britannica Company, New York City. Born February 2, 1853, Niles, Michigan. Three years classical course University of Michigan. Member of the Bar of Illinois and Alabama, admitted to practice United States Courts. Identified with sale of World's Fair Art Portfolios; with sale by advertising of the Century Dictionary and Cyclopedia, the Encyclopedia Britannica and with the development of life insurance advertising through the Postal Life Insurance Company. For five years secretary and advertising manager of the latter. Member Advertising Men's League of New York. Address, 120 West Thirty-second Street, New York City.

SLEMIN, Harry C., Advertising Manager Yawman & Erbe Manufacturing Company, Rochester, New York. Born July 3, 1879, Toronto, Canada. California Public Schools and Chicago Manual Training. Formerly advertising and sales manager Stromberg-Carlson Telephone Manufacturing Company of Rochester. For eight years apparatus engineer and salesman Western Electric Company. Creator of the latter's trademark and numerous trade names for same. Contributor to advertising publications. Speaker on advertising subjects. Member Rochester Ad Club, Association of National Advertisers. Address, 1422 Highland Avenue, Rochester, New York.

SMITH, Edwin E., Vice-President, Treasurer and Manager Meriden Morning Record, Meriden, Connecticut. Born January 7, 1862, Meriden, Connecticut. For past thirty years connected with Meriden Morning Record in various capacities. For past twenty years member of Associated Press. For past two years one of its four Auditors. Member American Newspaper Publishers Association. Member Sphinx Club, New York City. Member Pilgrim Publicity Association, Boston, Massachusetts. Address, Meriden Morning Record, Meriden, Connecticut.

SPEARE, Jack W., Advertising Manager G. W. Todd & Company, Rochester, New York. Born October 18,1879, Rochester, New York. Educated in country newspaper plant; afterward reporter, sporting editor and special advertising solicitor on metropolitan dailies. Five years in advertising-agency work with N. W. Ayer & Son and other leading agencies; produced some notable copy for International Correspondence Schools, Keen Kutter, etc. Assistant to E. St. Elmo Lewis in advertising Burroughs Adding Machines; edited "Burroughs Magazine;" wrote "A History of the Adding Machine," published in several editions by the Burroughs Company under the title of "A Better Day's Work." Contributor to advertising periodicals. Created and developed Protectograph Sales Systematizing plan through advertising Member Rochester Ad Club. Address, 11 Arnold Park, Rochester, New York.

STALKER, Herbert H., Secretary-Treasurer and Manager The Stalker Advertising Company, Toledo, Ohio, and Detroit, Michigan. Born December 2, 1880, Saginaw, Michigan. Author "Building and Advertising a Printing Business." Compiler "Stalker's Universal Rate Cards." Periodical contributor. Former member National Vigilance Committee Associated Advertising Clubs of the World. Instructor Toledo Y. M. C. A. advertising class three years. Ex-secretary Toledo Advertising Club. Ex-secretary Central Division Associated Advertising Clubs of the World. Address, 633 Nasby Building, Toledo, Ohio.

STARCH, Daniel, Assistant Professor of Psychology, University of Wisconsin, Advertising Counselor Starch Brothers Company, LaCrosse, Wisconsin. Born March 8, 1883, LaCrosse, Wisconsin. Ph. D. University of Iowa and Harvard University, 1906. One of the first professors of psychology to give serious thought to the possibility of increasing the efficiency of advertising through academic channels. One of the first to do psychological-advertising research

work, notably: Display Type and Legibility of Advertisements, Value of Space, Pulling Power of Different Appeals, etc. Author "Advertising: Its Principles, Practices and Technique." Contributor to advertising and professional periodicals. Speaker and lecturer on advertising. Member Milwaukee Advertising Club. Address, University of Wisconsin, Madison, Wisconsin.

STEELE, Charles M., Vice-President Carl M. Green Company, Detroit, Michigan. Born October 15, 1880, Keokuk, Iowa. S. B. University of Chicago, 1904. Identified with the advertising successes of National Cash Register Company, Franklin Automobile Company, Chalmers Motor Company, Saxon Motor Company, Detroit Electric, etc. Member Adcraft Club of Detroit. Address, 901 Free Press Building, Detroit, Michigan.

STEELE, H. Wirt, Secretary City Club, Baltimore, Maryland. Born November 24, 1874, Huntington, Indiana. Special student University of Indiana, two years; Johns Hopkins University, three years. Active in developing effective publicity in connection with social service and public health work. Research worker in charities and correction field. Public speaker. Member Board of State Aid and Charities of Maryland, 1912-13-14. Member Advertising Club of Baltimore. Address, Munsey Building, Baltimore, Maryland.

STEVENSON, Charles R., General Manager National Veneer Products Company, Mishawaka, Indiana. Born June 8, 1880, Bradford, Pennsylvania. S. B. Harvard University. Closely identified with the success of "Indestructo" trunks. Author of slogans, "Most Miles for the Least Money," "The Bag with the Bottom that Can't Wear Out." Member Ad-Sell League of South Bend. Chairman Vigilance Committee same. Member Associated Adertising Clubs of the World. Chairman Printers' Ink Cup Committee same, 1914-15. Chairman Committee on Educating the Public same. Address, Mishawaka, Indiana.

STEWART, Samuel Chandler, Senior Partner Stewart-Davis Advertising Agency, Chicago, Illinois. Born February 21, 1873, Cleveland, Ohio. Handles advertising of Wrigley's Chewing Gum. Entered Advertising work in 1890 with Nickel Plate Road at Cleveland, Ohio. Went to Chicago Great Western Railroad at Chicago in 1894, and entered advertising agency business in 1899. Member of Atlas Club, Chicago. Member Advertising Association of Chicago. President Atlas Club, 1913-14-15. Chairman Chicago Advertising Frolix, 1915. Address, 1402 Kesner Building, Chicago, Illinois.

STRONG, Edward Kellogg, Jr., Profesor of Psychology and Psychology of Education, George Peabody College for Teachers, Nashville, Tennessee. Born August 18, 1884, Syracuse, New York. B. S. University of California, 1906. M. S. the same, 1909. Ph. D. Columbia University, 1911. Author "Relative Merit of Advertisements," 1911. Contributor to advertising periodicals and psychological journals on the psychology of advertising. Research Fellow in advertising at Columbia University under ausipces Advertising Men's League, 1911-12, and Association of Advertising Managers, 1912-15. Member Nashville Ad Men's Club. Ad-

dress, George Peabody College for Teachers, Nashville, Tennessee.

SWAN, Carroll Judson, Special Representative, Boston, Massachusetts. Born July 11, 1879, Franklin, Maine. A. B. Harvard University, 1901. New England representative The Literary Digest and a list of New England newspapers. Publisher the "Harvard Portfolio," "Harvard Year Book," etc. Contributor to trade periodicals. Occasional speaker on advertising topics. Director Under-Forty Division Boston Chamber of Commerce. Director Boston Music School Settlement. Member Board of of Trustees Wells Memorial Institute of Boston, etc. Member Pilgrim Publicity Association of Boston. Charter Member Ad-Men's Club of Boston and served as its secretary from its inception until merged with Pilgrim Publicity Association. Secretary Pilgrim Publicity Association of Boston, 1909-10. Chairman Board of Directors same, 1911. President same, 1912-13. Member Boston Press Club, Sphinx Club of New York, Publicity Club of Springfield. Advertising Men's League of New York. Address, 44 Bromfield Street, Boston, Massachusetts.

THRIFT, Tim, Advertising Manager The American Multigraph Sales Company, Cleveland, Ohio. Born August 2, 1883, Lansing, Michigan. High School. Wittenberg College. Formerly with Sherwin-Williams Company in charge of Trade Sales Advertising and Editor House Organs. Also associated with Finley Systems Restaurants. Also secretary Wilson Dress Hook Company (all of Cleveland), Originator of Sherwin-Williams slogan, "Brighten Up." Prominent nationally as promoter of good direct mail order procedure. Author "Pertinent Parables," "Sales Contests—Gingering Up the Sales Force," (in preparation). Extensive contributor to advertising and business periodicals. Also editor "The Layman Printer." Extensive public speaker on business, advertising and civic subjects. Formerly vice-president Cleveland Advertising Club. Chairman Advertising Managers Division, the same, 1914,15. Director, second vice-president and vice-chairman House Committee the same, 1915-16. President Association National Advertisers, 1913-14. Director and chairman Direct-Mail Advertising and House Organ Committee, the same, 1914-15. Formerly president National Amateur Press Association. Member Cleveland Advertising Club, Association of National Advertisers. Address, 10100 South Boulevard, Cleveland, Ohio.

TODD, George W., Senior Partner G. W. Todd & Company, President Stromberg-Carlson Telephone Manufacturing Company, Rochester, New York. Born February 29, 1860, Pultneyville, New York. With his brother, Libanus M. Todd, invented and developed the "Protectograph." For first seven years handled all advertising and sales activities, laying the foundation for the success of this invention through advertising. Coined the name "Protectograph." President Rochester Chamber of Commerce, 1914-15. Member Rochester Ad Club. Address, 1475 East Avenue, Rochester, New York.

TREFZ, Edward Frederick, Field Secretary Chamber of Commerce of the United States of America, Chicago, Illinois. Born July 2, 1870, Indianapolis, Indiana. Princeton Uni-

versity, 1895. Previously advertising counsellor Poster Advertising Association of America; advertising counsellor Outdoor Advertising Association; advertising manager Bankers Reserve Life Insurance Company. Contributor to periodicals on outdoor advertising. Speaker on outdoor advertising. At present actively engaged in the development of Chambers of Commerce work throughout the United States. Member Advertising Association of Chicago. Address, 10 South La Salle Street, Chicago, Illinois.

TROWBRIDGE, Charles Reese, Sales and Advertising Counsel, South Bend, Crawfordsville and Mishawaka, Indiana. Born September 26, 1872, Mattoon, Illinois. De Pauw University. Previously located Indianapolis, Indiana, where he was identified with newspaper work in both editorial and business capacities. Identified for a number of years with Monarch Sales Department, American Bicycle Company, Chicago; H. P. Wasson Department Store, Indianapolis; Dodge Manufacturing Company, and National Veneer Products Company, Mishawaka, Indiana. Author "Co-operation in Business," "The Sting of the Adder," "Business Sense and Sentiment," "The Ironmaster." Writer and speaker on Advertising and business subjects. Member Associated Advertising Clubs of the World, Association of National Advertisers, Adsell League of Indiana. President same five years. Address, Mishawaka Trust Building, Mishawaka, Indiana.

UKERS, William H., Editor and Publisher The Tea and Coffee Trade Journal, New York City. Born July 30, 1873, Germantown, Philadelphia, Pennsylvania. A. B. Central High School (City College of Philadelphia). Drafted the original Standards of Practice for business papers which served as a model for the Standards of Practice subsequently adpoted by fifteen departments of advertising represented at the Toronto Convention of the Associated Advertising Clubs of the World. Promoted the first forum in Industrial Journalism at New York University. Author of books and articles on teas and coffees. Member Advertising Club of New York. President New York Trade Press Association, 1915-16. Vice-president Federation of Trade Press Associations in the United States, 1915-16. Ex-president the Grocery and Allied Trade Press of America. Member Associate Advertising Clubs of the World. Member National Vigilance Committee same. Member Ways and Means Committee same. Chairman Standards of Practice Committee National Commission same. Member Committee on Trade Practices same. Member Advisory Committee American Fair Trade League. Member National Arts Club and National Editorial Association. Director Editorial Department Course in Industrial Journalism, New York University. Lecturer on editorial management and policy same. Address, 79 Wall Street, New York City.

UPDEGRAFF, Robert R., Advertising Manager Daniel Low & Company, Salem, Massachusetts. General manager Bentinque, Limited, Boston, Massachusetts. Born April 17, 1889, Salt Lake City, Utah. Public Schools. For three years in printing business. Later in charge of advertising Mellin's Food Company, Boston, and associate editor "Advertising and Selling" magazine, New

York. Contributor to advertising periodicals. Speaker on advertising subjects. Contributing editor "The Printing Art," Cambridge, Massachusetts. Member Pilgrim Publicity Association of Boston. Member Retail Forum, same. Member Speakers' Bureau, same. Address, 48 Humphrey Street, Swampscott, Massachusetts.

VANDERHOOF, Herbert, United States Advertising Representative of the Canadian Pacific, Canadian Northern and Grand Trunk Railway Systems, Chicago, Illinois. Born October 23, 1875, St. Paul, Minnesota. Massachusetts Institute of Technology and University of Chicago. Identified with railroad colonization advertising campaigns of great influence in building up the Canadian west. Also with advertising that has resulted in large tourist travel to Canadian Rockies, Muskoka, Timagami and Rainy Lake districts. Contributor to periodicals. Founder and owner "Canada Monthly." Member Red Roosters, Chicago. Chicago Advertising Association. University Club, Forty Club, Cliff Dwellers and Press Club, of Chicago. Address, Marquette Building, Chicago, Illinois.

VAUGHAN, George, Specialist in Title Advertising, Little Rock, Arkansas. Born May 20, 1873, Fayetteville, Arkansas. B. A. University of Arkansas. LL. B. the same. Active in consultant work for abstract companies and a specialist in preparing educational advertising copy for companies engaged in abstracting, searching and guaranteeing real estate titles. Speaker before business and advertising bodies on abstract and title advertising. Member American Bar Association. President American Association of Title Men, 1911-12. Member Little Rock Ad Club. Former vice-president same. Member Associated Advertising Clubs of the World. Address, 1007-8 Southern Trust Building, Little Rock, Arkansas.

VREELAND, E. E., President E. E. Vreeland Advertising, Inc., New York City. Born July 23, 1875, Penn Yan, Yates County, New York. Early learned the essentials of the printing trade in his father's office and later became a journeyman printer. Hopkins Grammar School, New Haven, Connecticut, 1895. Became a reporter on New Haven Journal and Courier and followed with four years experience in the Chicago newspaper field. First advertising experience was with N. W. Ayer & Son. Later general manager Associated Bill Posters Protective Company, of New York, which position was resigned to take the management of the Outdoor Department with Charles Austin Bates. At present operating the only combined advertising agency and commercial printing plant in the country. Identified with numerous national advertising successes. Speaker on advertising and printing topics. Prominent in organization of the Bay Shore, Long Island, Chamber of Commerce. Acting secretary since its organization. Member Associated Advertising Agents of New York. Member Advertising Men's League of New York. Served on first New York City Vigilance Committee. Address, 344 West Thirty-eighth Street, New York City.

WADSWORTH, Gerald B., Advertising and Merchandising Counsel, New York City. Born May 10, 1877, New York City. Law and Medical

Schools. For fifteen years advertising or sales manager for various New York City concerns. Also extensive advertising agency experience as solicitor, director of service departments, manager and official. Interested in psychological advertising research. Identified with many successful national advertising campaigns and has made a special study of premiums and other forms of co-operative advertising. Author of "Principles and Practice of Advertising," "Premiums and Modern Merchandising." Contributing editor on Scientific Merchandising for Advertising and Selling Magazine, 1911-12. Speaker on advertising subjects. Charter member Advertising Men's League of New York. President same, 1906-7-8. Member Board of Directors same, 1906-12. Member Education Committee same, 1910-11-12. Member Vigilance Committee same, 1911-12. One of the founders National Associated Schools of Scientific Business. Vice-president same, 1913-14-15. President Eastern Division Associated Advertising Clubs of the World, 1911-12. Secretary same, 1910. Fourth vice-president Associated Advertising Clubs of the World, 1908. Also 1912. Second vice-president same, 1913. Member of Educational Committee same, 1911-12-13. Address, 120 West Thirty-second Street, New York City.

WALLEN, James, Advertising Adviser, Buffalo, New York. Born January 6, 1885, Green Bay, Wisconsin. Public Schools. Special advertising service under name, James Wallen—Advertising. Formerly chief of copy staff Percival K. Frowert, Philadelphia. Advertising manager The Fra Magazine and the Philistine, 1910-12. Identified as special copy writer with success of "Big Ben." Author of Hotel Martinique copy. Advertising counsellor The Sterling & Welch Company, of Cleveland, Kittinger Furniture Company, etc. Author slogan, "Send a Flowergram," now used by National Florists' Telegraph Delivery. Editor Multigraph Bulletin, "Form Letters." Contributor to trade and advertising periodicals. Editorial staff Printers' Ink. Advertising speaker. Member Buffalo Ad Club. Director same, 1915-16. Address, The La Salle, Chippewa and Georgia Streets, Buffalo, New York.

WALTON, Edwin A., Advertising Manager Burroughs Adding Machine Company, Detroit, Michigan. Born March 24, 1872, Cleveland, Ohio. B. S. Case School of Applied Science, Cleveland, Ohio, 1893. First advertising manager of the Timken Companies, manufacturers of axles and bearings. Contributor to advertising periodicals. Speaker on business and advertising subjects. Member Detroit Adcraft Club. Member and director Association of National Advertisers. Address, Burroughs Adding Machine Company, Detroit, Michigan.

WANAMAKER, John, Merchant, Philadelphia, Pennsylvania, and New York City. Born July 11, 1838, Philadelphia, Pennsylvania. Public Schools. LL. D. Howard University, University of Pennsylvania and Ursinus College. Started in business at Philadelphia in 1861, with Nathan Brown, as Wanamaker & Brown, prospering from the first. In connection with that business established the now universal "One Price System," a step that revolutionized American retail business methods. Also inaugurated the "goods returned and money refunded" principle in retail business. From the first stood

for truth in advertising, one of his first four cardinal business principles being "Accuracy in Word and Print." In 1876 inaugurated "The New Kind of Store," in Philadelphia, at Thirteenth and Market Street, which has since developed into the largest retail store in America, if not in the world. In 1896 the A. T. Stewart store in New York was added, to be constantly enlarged ever since. Wanamaker advertising copy and Wanamaker retail policies have proved to be most potent factors in the rise of department store ethics and procedure, and stand as models still. Is particularly active in philanthropic and religious propaganda. Prominent politically. Postmaster-General, 1889-93, during which time was instrumental in abolishing the lottery, enlarged free delivery and introduced rural free delivery. A champion of Postal Telegraph, Postal Savings Depositories and Parcels Post. Received the decoration of an office in the Legion of Honor by the French government, 1912. Member of numerous educational, civic and financial institutions. Address, Philadelphia, Pennsylvania.

WERHEIM, W. P., Advertising Manager Pratt & Lambert Inc., Buffalo, New York. Born September 27, 1883, Tippecanoe, Ohio. B. A. Wittenberg College, 1905. Formerly connected with advertising department of Sherwin-Williams Company, as superintendent of printing, 1906-7. Identified with success of "61" Floor Varnish. His slogan, "Hit it with a hammer—you may dent the wood, but the varnish won't crack." Contributed to Cherrington's "Advertising as a Business Force." "Organization and Work of a Promoting Department," Multigraph series of Bulletins. Contributor to advertising periodicals. Member and vice-president, 1913, Buffalo Ad Club. Director Association of National Advertisers, 1915. Chairman, 1913, Dealer Co-operation Committee, Association of National Advertisers. Chairman, 1914, Window Display Committee, same. Address, 75 Tonawanda Street, Buffalo, New York.

WESTALL, Carroll, Manager Advertising Service Department, University Press, Cambridge, Massachusetts. Born April 15, 1880, Tyngsboro, Massachusetts. High School. Business College. Harvard University Extension Courses. Chief lecturer in former Ben Franklin Institute of Advertising, the first personal instruction school in Advertising in the country. Then free lance; assistant advertising manager Rice & Hutchins, Boston, manufacturers "All America" and "Educator" shoes; advertising manager Pettingell-Andrews Company, Boston; advertising manager A. Shuman & Company, Boston. Author "A Manual of Church Publicity," "The House Electrical," "New England Credo," "The Reawakening of the Pilgrim." Contributor to advertising periodicals. Speaker on advertising topics. Secretary Publicity Committee American Federation of Men's Church Organizations, Boston. Member Pilgrim Publicity Association. Originator Pilgrim Publicity Association seal. Former member Board of Directors, Printing, Employment, Trade Extension Committees, and secretary Speakers' Bureau same. First chairman Boston Mileage Banner Committee, setting standards for banner competition in succeeding conventions. Address, University Press, Cambridge, Massachusetts.

WESTOVER, John Brock, Director of Publicity Levy Brothers Dry Goods Company, Houston, Texas. Born October 27, 1881, Mt. Morris, Michigan. High School. Special work Michigan Agricultural College, 1897-1900. Engaged in special publicity work in 1903. Advertising manager Orange, Texas, Tribune, 1904. Advertising manager Mistrot-Munn Company, Houston, 1904-8. Present connection since 1908. Contributed "Short Talks on Advertising" to Houston newspapers. Speaker on advertising and business subjects. Charter member Rotary Club of Houston. Director same two years. Executive Committee Convention International Association of Rotary Clubs at Houston, 1914. Charter member Houston Ad Club. President same, 1912. Educational Director same, 1913. Advertising instructor Houston Y. M. C. A., 1912. Director Associated Advertising Clubs of Texas, 1913. Vice-president same, 1914. Member Educational Committee Associated Advertising Clubs of the World, 1913-14. Vice-president Houston Ad Club, 1915. Address, 311 Main Street, Houston, Texas.

WHITE, Frank B., Managing Director Agricultural Publishers Association, Chicago, Illinois. Born April 11, 1862, Carroll County, Illinois. Public Schools. In 1880 organized the Publishers' Commercial Union, an exclusive publishers' reporting and collection agency. At that time published the "Commercial Union," one of the earliest papers in behalf of advertising. In 1890 conducted one of the first special agencies in behalf of the agricultural papers as "Leaders of the Great West and Star of the East." In 1893 organized the first agency for agricultural advertising under name of Frank B. White Company. Also published the first agricultural advertising magazine, which still exists. In 1900 established White's Class Advertising Company, continuing agricultural advertising service under a new organization and establishing agricultural advertising magazine, "White's Class Advertising." For two and a half years with N. W. Ayer & Son. Identified with numerous nationally successful advertising campaigns. Author "Building Business and Making Men." Contributor to trade and advertising periodicals for years. Speaker on advertising subjects. One of the three organizers of the Agate Club of Chicago, the first of all advertising clubs. Greatly interested in intensive farming and farm products. Superintendent of incubators and brooders in operation at the Louisiana Purchase Exposition in St. Louis in 1904. Assisted in organizing Trades Associations. Member Press Club of Chicago. Member Advertising Men's League of New York. Address, 76 West Monroe Street, Chicago, Illinois.

WILEY, Louis, Business Manager The New York Times, New York City. Born May 31, 1869, Hornell, New York. Active champion of clean advertising in newspapers for years. Contributor to periodicals. Occasional public speaker. Member Sphinx Club, New York City. Advertising Men's League of New York. Associated Advertising Clubs of the World. Bureau of Advertising of the American Newspaper Publishers' Association. President Daily Newspaper Club. Address, the Wyoming, Fifty-fifth Street and Seventh Avenue, New York City.

WILLMAN, George L., Assistant Sales and Advertising Manager The Studebaker Corporation, Detroit, Michigan. Born November 27, 1879, Waukesha, Wisconsin. Carroll College, 1897. Harvard University, 1904. From 1907 to 1912 connected with the publicity department of the Bell Telephone Company. Developed unique and successful publicity campaigns of education for that corporation, first in New England field and four years later in Detroit, Michigan. Became identified with the automobile industry in 1912. Made advertising manager The Studebaker Corporation August 1, 1914. Advertising speaker. Member Adcraft Club of Detroit. Address, The Studebaker Corporation, Detroit, Michigan.

WILSON, Blacque, Managing Editor Toledo Daily and Weekly Blade, Toledo, Ohio. Born August 29, 1869, Tiffin, Ohio. High School. One of the first newspaper men to enter advertising club work. Charter member Toledo Ad Club and first newspaper man to hold any club office of national importance. Member Toledo Commerce Club Committee, which selected slogan, "You Will Do Better in Toledo." Member Rotary Club. President Toledo Ad Club. President Central Division Associated Advertising Clubs of the World. Address, Toledo Blade, Toledo, Ohio.

WOODHEAD, William, General Manager Sunset Magazine, San Francisco, California. Born May 8, 1868, Yorkshire, England. English Private Schools and Yorkshire College. Conspicuous for his conscientious development of advertising club solidarity, as president for two terms of the Associated Advertising Clubs of the World. Extensive speaker before practically every advertising club in the United States. Notable contributor to advertising periodicals. Addresses before conventions of Associated Advertising Clubs of the World. Member San Francisco Chamber of Commerce, San Francisco Commercial Club, Advertising Association of San Francisco, Quoin Club, National Periodical Association. President Advertising Association of San Francisco, 1910-11-12, three times. President Advertising Clubs of the World, 1913-15, two terms. Address, 2232 Hyde Street, San Francisco, California.

YOUNG, Lafayette, Editor and Publisher Des Moines Capital, Des Moines, Iowa. Born May 10, 1848, Albia, Iowa. Common Schools. Long experience in printing trade. Editor and publisher Des Moines Capital since 1890. War correspondent for Des Moines Capital in Cuba, during Spanish-American war. Also in Balkan war. Also for four months in the great European war zone. Twelve years in Iowa Senate. United States Senator by appointment, November, 1910, to April, 1911, succeeding Senator Dolliver. Prominent as traveler and lecturer. Went around World with Ex-President Taft and Alice Roosevelt. Extensive speaker on advertising and publishing subects. Member Des Moines Ad Men's Club. Address, Des Moines, Iowa.

YOUNG, Lafayette, Jr., Business Manager Des Moines Capital, Des Moines, Iowa. Born December 1, 1878, Atlantic, Iowa. Bachelor of Philosophy, University of Michigan, 1900; Bachelor of Law, University of Iowa, 1901. Became business manager Des Moines Capital June 13, 1901. Particularly interested in

clean and truthful advertising. Elected vice-president of the Associated Advertising Clubs of the World at Chicago, June, 1915. Director of the Bureau of Advertising of the American Newspaper Publishers' Association. Director of Audit Bureau of Circulations. Member Des Moines Ad Men's Club. Address, Des Moines, Iowa.

The Associated Advertising Clubs of the World

By P. S. Florea.

The Army of the Simple Truth is a name which has sometimes been applied to the Associated Advertising Clubs of the World—a movement that undoubtedly has grown to be the most potent factor toward the promotion of better and more advertising, in this section of the world.

Organized at Chicago by a handful of forward-looking men in October, 1905, the movement has grown to embrace about one hundred and fifty local ad clubs and divisions, or departmentals, of the National Commission, which is a part of the Associated Advertising Clubs of the World. The membership is now considerably in excess of 12,000 and includes advertising men in every important city in the United States, in a number of Canadian cities, and in some cities across the sea.

During the early history of the organization, which was then called the Associated Advertising Clubs of America, the movement was best known through its annual conventions, which were milestones of advertising progress even in those days.

More recently it has become an all-the-year matter, with a well-organized force of paid workers at the headquarters in Indianapolis, headed by the Secretary and Manager.

The organization is divided into two great classes—the geographical or local ad clubs, and the National Commission. The National Commission is composed of associations comprising the various advertising interests such as magazines, newspapers, general advertisers, retailers, posters, directories, etc.

There is a perfect cohesion between these two great divisions, the funds for their work coming out of a common treasury. It is through the National Commission that various trade practices which leading advertising men realize were preventing advertising from making the strides it should, will be corrected. The Commission exists principally for the purpose of bringing all advertising interests into a common desire for the uplift and advancement of the advertising business. In its various activities it has the closest co-operation of the local clubs.

The chief activities of the local clubs have to do with educational and vigilance work. The educational work deals with classes in advertising, the publication of books on advertising, the establishment of business libraries, the conducting of classes in public speaking, and various other activities looking to the education of the club members and of other local business men.

The Vigilance Committee exists to promote legislation against fraudulent advertising, to educate advertisers and advertising mediums to the proper appreciation of truth-in-advertising, and otherwise to make practical the ideal of Truth-in-advertising.

The work of these various other local club committees is directed by National Committees on these lines and is kept moving forward, also, through the monthly magazine of the Associated Clubs, "Associated Advertising." It is published at the national headquarters at Indianapolis and goes to all members.

In addition to these activities there is a committee that is just now quite active, which has in hand a mammoth campaign to advertise advertising—to show the consumer the public benefits of advertising—to show how advertising has standardized qualities and reduced prices.

The Association is now supported largely through the sale of Sustaining Memberships to those in various line of business whose investment and interest in advertising warrant a desire to see such a movement go forward rapidly. These Sustaining Memberships are sold at $25, $50 or $100 a year, over a term of three years, the amount being at the option of the sustaining member and in accordance with the value of the service to him.

The Associated Advertising Clubs of the World

Officers, Directors, Chairmen and National Commission.

OFFICERS

Herbert S. Houston, President (Doubleday, Page & Co.) New York City
Lafayette Young, Jr., Vice-President (Des Moines Capitol), Des Moines, Iowa
P. S. Florea, Secy.-Treas. (803-4 Merchants Bank Bldg.) Indianapolis, Ind.

EXECUTIVE COMMITTEE

William Woodhead (Sunset Magazine), San Francisco, Cal.
William H. Ingersoll (315 Fourth Ave.), New York City
Walter B. Cherry (Merrell-Soule Co.), Syracuse, N. Y.
W. W. Cloud (State Bank of Maryland), Baltimore, Md.
Frank A. Black (William Filene's Son's Co.), Boston, Mass.
A. M. Briggs (The A. M. Briggs Co.), Chicago, Ill.
J. Clyde Oswald (American Printer), New York City
Frank H. Rowe (E. L. Ruddy Co., Ltd.), Toronto, Ont.
A. E. Chamberlain (1028 People's Gas Bldg.), Chicago, Ill.
W. C. D'Arcy (D'Arcy Adv. Co.), St. Louis, Mo.
E. T. Meredith (Successful Farming), Des Moines, Iowa
William H. Johns (The George Batten Co.), New York City
Wilson H. Lee (Price & Lee), New Haven, Conn.

CHAIRMAN NATIONAL EDUCATIONAL COMMITTEE

L. E. Pratt (Candler Bldg., Times Square), New York City.

CHAIRMAN NATIONAL VIGILANCE COMMITTEE

Merle Sidener (1206 Merchants Bank Bldg.), Indianapolis, Ind.

CHAIRMAN NATIONAL EXHIBIT COMMITTEE

I. F. Paschall (Care Farm Journal, Washington Square), Philadelphia, Pa.

NATIONAL COMMISSION

William H. Ingersoll, Chairman (Robt. H. Ingersoll & Bro.), New York City
O. C. Harn, Vice-Chairman (National Lead Co.), New York City

ADVERTISING AGENTS

Stanley Clague (Taylor-Critchfield-Clague Co.), Chicago
William H. Johns (George Batten Co.), New York
William C. D'Arcy (D'Arcy Advertising Co.), St. Louis

AGRICULTURAL PUBLICATIONS

E. T. Meredith (Successful Farming), Des Moines
Thomas A. Barrett (Orange Judd Co.), New York
H. C. Klein (Webb Publishing Co.), St. Paul

ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS

Wilson H. Lee (Price & Lee), New Haven
G. D'W. Marcy (Sampson & Murdock), Boston
R. H. Donnelley (731 Plymouth Court), Chicago

GENERAL ADVERTISERS

William H. Ingersoll (Robt. H. Ingersoll & Bro.), New York
O. C. Harn (National Lead Co.), New York
G. B. Sharpe (DeLaval Separator Co.), New York

MAGAZINES

A. C. G. Hammesfahr (Collier's Weekly), New York
Charles D. Spalding (The McCall Co.), New York
Don M. Parker (The Century Co.), New York

NEWSPAPERS

H. L. Rogers (Chicago Daily News), Chicago
Louis Wiley (New York Times), New York
W. F. Jones (Minneapolis Journal) Minneapolis

POSTER ADVERTISING

Kerwin H. Fulton (Van Beuren and N. Y. Bill Poster Co.), New York
E. Allen Frost (29 S. LaSalle St.), Chicago
John E. Shoemaker (Washington Billposting Co.), Washington, D. C.

OUTDOOR ADVERTISING

Thomas Cusack (Thomas Cusack Co.), Chicago
Samuel Pratt (Fifth Avenue Bldg.), New York
Charles F. Bryan (2120 East Nineteenth St.), Cleveland

PRINTING AND ENGRAVING

H. A. Gatchel (Gatchel & Manning), Philadelphia
H. H. Cooke (William Green, Inc.), New York
Joseph S. Potsdamer (Ketterlinus Lithographic Mfg. Co.), Philadelphia

RELIGIOUS PRESS

Walter J. McIndoe (The Continent), New York
J. F. Jacobs (Jacobs & Co.), Clinton, S. C.
Thomas A. Daly (Catholic Standard and Times), Philadelphia

RETAIL ADVERTISERS

Frank A. Black (Wm. Filene's Son's Co.), Boston
A. G. Chaney (Titche-Goettinger Co.), Dallas
Paul T. Irish (Thorsen-Seelye Co.), Detroit

BUSINESS PRESS

John Clyde Oswald (American Printer), New York
William H. Ukers (Tea and Coffee Journal), New York
A. A. Gray (Electical Review and Western Electrician), Chicago

SPECIALTY ADVERTISING

Lewellyn E. Pratt (Candler Bldg., Times Square), New York
Theo. R. Gerlach (Gerlach-Barklow Co.), Joliet, Ill.
H. B. Hardenburg (H. B. Hardenburg Co.), Brooklyn

Departmental Organizations

Members Associated Advertising Clubs of the World.

Agricultural Publishers' Ass'n.
Pres., B. D. Butler, 538 S. Clark St., Chicago, Ill.
Sec., Frank E. Long, 537 S Dearborn St., Chicago, Ill.

Association American Directory Publishers.
Pres., Wm. G. Torchiana, 208 S. Fourth St., Philadelphia, Pa.
Sec., Theo. F. Smith, 4th floor Endicott Bldg., St. Paul, Minn.

Association National Advertisers.
Pres., Harry Tipper, Fifth Ave. Bldg., 200 Fifth Ave., New York City.
Sec., C. W. Patman, Fifth Ave. Bldg., 200 Fifth Ave., New York City.

Associated Retail Advertisers.
Pres., Frank A. Black, care Wm. Filene's Son's, Boston, Mass.
Sec., P. T. Irish, care Thorsen-Seelye Co., Inc., Detroit, Mich.

The Business Press.
Pres., James H. McGraw, care McGraw Pub. Co., New York City.
Sec., E. A. Simmons, Woolworth Bldg., New York City.

Graphic Arts Association.
Chairman, H. H. Cooke, 625 W. Forty-third St., New York City.
Sec., Joseph S. Potsdamer, 405 Arch St., Philadelphia, Pa.

National Association Advertising Specialty Manufacturers.
Pres., C. L. Cruver, care Cruver Mfg. Co., Chicago, Ill.
Sec., E. White, care Cruver Mfg. Co., Chicago, Ill.

Outdoor Advertising Association.
Pres., Chas. F. Bryan, care Chas. F. Bryan Co., Cleveland, O.
Sec., Geo. L. Johnson, care Thomas Cusack Co., Chicago, Ill.

Poster Advertising Association, Inc.
Pres., E. L. Ruddy, care E. L. Ruddy Co., Toronto, Ont., Canada.
Sec., John H. Logeman, 1620 Steger Bldg., Chicago, Ill.

Quoin Club (Magazine Department).
Pres., A. C. G. Hammesfahr, care Collier's Weekly, New York City.
Sec., Edgar G. Criswell, Fifth Ave. Bldg., New York City.

Religious Press Association.
Pres., John D. Emrich, 223 W. Jackson Blvd., Chicago, Ill.
Sec., J. W. Clinger, care Christian Endeavor World, Boston, Mass.

Roster of Advertising Clubs

Members Associated Advertising Clubs of the World.

AKRON, OHIO.
Akron Adcraft Club
Pres., J. A. Hilderbrand, care C. H. Yeager Co.
Sec., Fred C. Pockraudt, manager Acme Cash Store.

ALBANY, N. Y.
Capitol District Advertising Club.
Pres., Lynn J. Arnold, 48 Willett St.

ATLANTA, GA.
Ad Men's Club of Atlanta
Pres., Julian V. Boehm, care Union Central Insurance Co.
Sec., J. H. Atchison, 48 South Pryor Street.
Meetings 2nd and 4th Thursdays, 1 p. m.

AUBURN, N. Y.
Auburn Ad Club
Pres., E. L. Simons, 22 State St.
Sec., W. S. Lyon, 113 Genesee St.
Meetings 1st and 3rd Tuesdays, 8 p. m.

AURORA, ILL.
Aurora Admen's Club
Pres., S. Hoyt Deuel, care Wade, Lietz & Grometer.
Sec., O. T. Clark, 49 S. Broadway.
Meetings 1st and 3rd Mondays, 6:30 p. m. Dinner.

BALTIMORE, MD.
The Advertising Club of Baltimore, 19-21 South St.
Pres., W. W. Cloud, Pres. State Bank of Maryland.
Sec.-Treas., Norman M. Parrott, 19 South St.
Meetings every Wednesday, 12:30 p. m. Luncheon.

BENTON HARBOR, MICH.
Berrien Ad Club
Pres., Geo. A. Boers.
Sec., Frank X. Prideaux.

BINGHAMTON, N. Y.
Advertisers' and Merchants' Association
Pres., R. W. Manier, 40 Chenango St.
Sec., Harold J. Underwood, 174 Washington St.
Meetings 3rd Tuesday evening.

BIRMINGHAM, ALA.
Birmingham Ad Club
Pres., Fred J. Holberg, Saks Clothing Company.
Sec.-Treas., H. D. Cullen, 214 Chamber of Commerce Bldg.
Meetings every Tuesday, 1 p. m.

BOISE, IDAHO.
Boise Ad Club
Pres., W. E. Graham, care Golden Rule Store.
Sec., W. L. Leon, Box 651.

BOSTON, MASS.
Pilgrim Publicity Association, Publicity Bldg.
Pres., George B. Gallup, 6 Beacon St.
Sec., Raymond E. Huntington, 611 Publicity Bldg.
Boston Women's Publicity Club
Pres., Mrs. Mary Craft Gallup, 728 Commonwealth Ave.
Sec., Miss V. Irene Wellington, 121 St. Stephen St.
Meetings 2nd Tuesdays, 1 p. m.

BRAZIL, IND.
Brazil Ad Club
Pres , J. A. Caster.
Sec., Jas. A. Raper.
Meetings every Thursday, 8 p. m.

BRIDGEPORT, CONN.
Publicity Club of Bridgeport
Pres , S. H. Bullard, care Bullard Machine Tool Co.
Sec., W. Le Roy Ketchum, care Crane Valve Co.
Meetings every Wednesday, 12:30 p. m. Luncheon.

BROCKTON, MASS.
Old Colony Shoe & Leather Advertising Men's Association.
Pres., W. G. Dennison, care Rice & Hutchins, Boston.
Sec., C. A. Sabine, care Chas. A. Eaton Co.

BUFFALO, N. Y.
Buffalo Ad Club
Pres., G. W. Billings, care New York Telephone Co.
Sec., J. H. Lee.

CAIRO, ILL.
Advertisers' Club of Cairo
Pres., Hugh Johnston, care Woodward Hdw. Co.
Sec., Jack Dee, care The Hub.
Meetings 3rd Mondays, 7:30 p. m.

CALGARY, ALTA., CANADA.
Calgary Ad Club
Pres., A. S. Nimmo, 811 Second St. East.
Sec., C. W. Stokes, Box 2262.
Meetings 1st and 3rd Wednesdays, 12:30 p. m.

CANTON, OHIO.
Canton Adcraft Club
Pres., E. H. Lamiell, care Hurst Mfg. Co.
Sec., Jack Barnes, care Bar-Wel Specialty Co.
Meetings semi-monthly, Thursdays.

CEDAR RAPIDS, IOWA.
Cedar Rapids Ad Club
Pres., J. C. Young, care Hubbard Ice Co.
Sec., J. S. Forbes, care Iowa Ry. & Light Co.
Meetings every Thursday, 6:15 p. m. Dinner.

CHAMPAIGN, ILL.
Alpha Delta Sigma, University of Illinois.
Pres., R. B. Bronson, 305 E. John St.
Sec., J. B. Pagin, 302 E. John St.

CHARLESTON, S. C.
Charleston Advertising Club
Pres., W. S. Lanneau, 238 King St.
Sec., E. B. Walker, Chamber of Commerce.
Meetings 2nd Thursdays, 8:30 p. m.

CHATTANOOGA, TENN.
Admen's Club of Chattanooga
Pres., A. W. Von Buchholtz, care Bee Dee Stock Med. Co.

CHICAGO, ILL.
Agate Club
Pres., Guy C. Pierce, 1101 Garland Bldg.
Sec., John E. Williams, 1020 Westminster Bldg.
Meetings 1st and 3rd Mondays, noon.
Advertising Association of Chicago, 123 W. Madison St.
Pres., Chas. H. Porter, care Taylor-Critchfield-Clague Co., Brooks Bldg.
Sec., John A. Tenney, 123 W. Madison Street.
Meetings every Thursday, 12:30 p. m.
The Newspaper Representatives' Association of Chicago
Pres., W. Y. Perry, 1738 First Nat. Bank Bldg.
Sec., Chas. S. Fredericks, 854 People's Gas Bldg.
Meetings 2nd Mondays, 1 p. m.

CINCINNATI, OHIO.
The Advertisers' Club of Cincinnati, 1132 Union Trust Bldg.
Pres., C. S. Clark, 430 Plum St.
Sec., J. D. Williams, 8-12 E. Fourth St.
Meetings every Wednesday, 12:15 p. m.

CLEVELAND, OHIO.
Cleveland Advertising Club
Pres., Wm. G. Rose, 565 Chamber of Commerce.
Sec., Thos. W. Garvin, Hotel Statler.

CLINTON, S. C.
Clinton Ad Club
Pres., J. F. Jacobs.
Sec., J. Whitman Smith.
Meetings monthly, Friday, 8 p. m.

COLUMBIA, MO.
Alpha Delta Sigma
Pres., R. M. Bandy.
Sec., C. G. Wynne.

CORSICANA, TEXAS.
Texas Adv. Club at Large
Pres., Lowry Martin, care Daily Sun, Corsicana.
Sec., M. B. Hanks, Abilene, Texas.

DALLAS, TEXAS.
Dallas Advertising League
Pres., H. W. Kinnard, care W. A. Green & Co.
Sec., J. H. Payne, 810 Sumpter Bldg.
Meetings every Tuesday, Oriental Hotel, 12:15 p. m.

DAVENPORT, IOWA.
Davenport Ad Club
Pres., Harry L. Spencer, care Spencer Furniture Co.
Sec., L. E. Chute, The L. E. Chute Co.
Meetings every Wednesday, 12 noon.

DAYTON, OHIO.
Dayton Advertising Club
Pres., H. M. Huffman, care Davis Sewing Mch. Co.
Sec., Horace Treharne, 456 East Fifth Street.
Meetings 2nd and 4th Mondays, 6 p. m. Dinner.

Women's Publicity Club of Dayton
Pres., Miss Mary Ellis, 52 Mumma Ave.
Sec., Frances Parrott, Oakwood.
Meetings semi-monthly, Tuesdays, 6 p. m.

DENVER, COL.
The Advertising Club of Denver
Pres., Tom Macdonald, care The Regent Co.
Sec., J. Craig Davidson, 1114 Fifteenth St.
Meetings every Tuesday noon.

DES MOINES, IOWA.
The Des Moines Ad-Men's Club
Pres , George W. Mercier, 502 Walnut St.
Sec., Ivan D. Coolidge, 821 Hubbell Bldg.
Meetings every Tuesday noon.

DETROIT, MICH.
Detroit Adcraft Club
Pres., Henry T. Ewald, 117 Fort St. West.
Sec., Walter C. Cole, care Adcraft Club.
Detroit Advertising Association
Pres., H. P. Breitenbach, 1610 Kresge Bldg.
Sec., Walter C. Cole, Detroit Board of Commerce.

DULUTH, MINN.
The Advertising Club
Pres., C. H. MacKintosh, care The Clyde Iron Works.
Sec., Walter F. Eberhardt, care J. J. Le Tourneau Printing Co.
Meetings monthly, Tuesday, 6:30 p. m.

EDMONTON, ALTA., CANADA.
Edmonton Ad Club
Pres., W. J. Magrath, Magrath-Holgate Co., Orpheum Arcade.
Sec., W. A. Milne, Purvis Bldg.

ELGIN, ILL.
Elgin Ad Club
Pres., Geo. W. Flowers, care A. Leath Co.
Sec., Albert Retelle, care Ackemann Bros.
Meetings 3rd Thursday, 7:30 p. m.

ELIZABETH, N. J.
Advertising Men's Club of Elizabeth
Pres., William Sefton, care Hutchins & Co.
Sec., F. Ernest Wallace, care Elizabeth Daily Journal.
Meetings 1st Tuesday, 8 p. m.

EL PASO, TEXAS.
The El Paso Ad Club
Pres., W. E. Mix, 419 Mesa Ave.
Sec., L. J. Burrud, 308 San Antonio Street.
Meetings semi-monthly, Wednesdays, 12:30 p. m.

FARGO, N. D.
Town Criers Club
Pres., A. M. Cornwall, care N. W. Mut. Svgs. & Loan Ass'n.
Sec., W. L. Day, care Merchants Nat. Bank.
Meetings 1st Monday, 7:30 p. m.

FORT SMITH, ARK.
Fort Smith Ad Club
Pres , C. W. L. Armour, pres. Armour Real Estate Co.
Sec.-Treas., Len M. Taylor, 15 North Sixth St.
Meetings semi-monthly, Tuesdays, 12:15 p. m.

FORT WORTH, TEXAS.
Advertising Men's Club
Pres., H. T. Bostick, G. P. A., Northern Texas Traction Co.
Sec., R. H. McKinley, Gen'l Mgr. Live Stock Reporter.
Meetings every Wendesday noon. Luncheon.

GRAND RAPIDS, MICH.
Grand Rapids Advertisers' Club
Pres., Howard Baxter, Baxter Laundry Co.
Sec., J. W. Scott, care Bissell Carpet Sweeper Co.
Meetings every Tuesday, 12:15 p. m. Luncheon.

HAMILTON, ONT., CANADA.
Hamilton Ad Club
Pres., W. C. Thompson, Room 47, Federal Life Bldg.
Sec., F. L. Seldon, 47 Spadina Ave.
Meetings semi-monthly, 6 p. m.

HARTFORD, CONN.
Charter Oak Ad Club
Pres., E. F. Dustin, care Heublein & Bro.
Sec., W. A. Allen, care Manternach Co.
Meetings every Friday, 12:30 p. m.

HILLSBORO, TEXAS.
Hillsboro Ad Club
Pres., I. Woodall.
Sec., C. M. Diller.
Meetings 1st and 3rd Tuesdays, 8 p. m.

HONOLULU, HAWAII.
Honolulu Ad Club
Pres., W. R. Farrington, care Honolulu Star Bulletin.
Sec., H. L. Strange, care Honolulu Gas Co.
Meetings every Wednesday noon.

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Houston Ad Club
Pres., H. C. May, 2nd floor Lumberman Bldg.
Sec., A. E. Clarkson, care The Post.
Meetings every Tuesday, 12:15 p. m.

INDIANAPOLIS, IND.
The Advertisers' Club
Pres., E. L. Cline, care Taggart Baking Co.
Sec., Mansur B. Oakes, 303 Saks Bldg.
Meetings every Tuesday, 12:15 p. m. Luncheon.

JACKSON, MICH.
Jackson Adv. Club
Pres., S. H. Marvin, care Marvin, Burnett & Mitchell.
Sec., C. K. White, care Meade, White Co.

JOLIET, ILL.
Joliet Advertising Club
Pres., Dan P. Lennon.
Sec., T. A. Cheadle.
Meetings 3rd Tuesday, 6:30 p. m.

JOHNSTOWN, PA.
Ad Press Club
Pres., L. H. Henning, care Valley Engraving Co.
Sec., W. E. Cain, care National Radiator Co.

KALAMAZOO, MICH.
Kalamazoo Advertising League
Pres., Harry Folz, Main and Portage Streets.
Sec., Geo. E. Martin, 819 W. Vine St.
Meetings 1st Tuesdays, 7:30 p. m.

KANSAS CITY, MO.
Kansas City Advertising Club
Pres., Wm. H. Besack, Lathrop Bldg.
Sec., Geo. Buecking, Jr., 1019 Grand Ave.
Meetings every Tuesday, 12:15 p. m.

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Knoxville Adv. Club
Pres., Geo. E. Helm.
Sec., J. L. Bowles.

LA CROSSE, WIS.
La Crosse Ad Club
Pres., O. C. Parker, 1532 Madison St.
Sec., Reuben N. Trane, 127-129 Sixth Street.

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Lancaster Advertisers Club
Pres., R. L. Gerhart, Liberty and Plum Sts.
Sec., Oscar A. Smith, 20 E. King.
Meetings 1st Mondays, 6 p. m.

LEAVENWORTH, KANS.
Leavenworth Ad Club
Pres., A. C. Heiser, 104 S. Fourth St.
Sec., A. S. Barnes, care Wells-Fargo Ex. Co., 108 S. Fourth St.
Meetings 1st Tuesdays, 8 p. m.

LEXINGTON, KY.
Adv. Club of Chamber of Commerce
Pres., H. Giovannoli, care Leader.
Sec., R. W. Schoelch, care E. L. March.
Meetings 1st Mondays, 6 p. m.

LINCOLN, NEB.
Lincoln Ad Club
Pres., E. E. Smith, 104 N. Tenth.
Sec., Roscoe Taylor, 1313 N. St.
Meetings semi-monthly, 6:15 p. m.

LITTLE ROCK, ARK.
The Advertisers Club of Little Rock
Pres., S. M. Brooks, care The S. M. Brooks Adv. Agency.
Sec., Arthur C. Wilson, P. O. Box 559.
Meetings every other Tuesday, 12:30 p. m.

LOS ANGELES, CAL.
Advertisers Club of Los Angeles
Pres., J. Harry Pieper, 120 E. Fourth Street.
Sec., F. J. Wadley, Jr., 117 Winston Street.
Meetings every Tuesday, 12 noon.
Women's Adv. Club of Los Angeles
Pres., Kathryn H. Bell, 2022 W. Twenty-ninth Place.
Sec., Frances Holmes, 450 Grand View Ave.
Meetings Monthly, Tuesday, 6 p. m.

LOUISVILLE, KY.
Tru Ad Club
Pres., Carl A. Wellendorff, care Hubbuch Bros. & Wellendorff, 522 W. Market St.
Sec., I. B. Henthorn, care Crutcher & Starks.
Meetings 1st Tuesdays, 1 p. m. Luncheon.

LYNCHBURG, VA.
Ad Men's Club
Pres., E. H. Crutchfield, care J. R. Millner Co.
Sec., Clyde Jennings, P. O. Drawer 7.
Meetings 2nd and 4th Tuesdays, 8:15 p. m.

MANILA, P. I.
Manila Ad Club
Pres., A. R. Touhy.
Sec., H. A. Duryea.

MARYVILLE, MO.
The Ad Club of Maryville
Pres., Wm. E. Jones.
Sec., W. R. Jackson, care Commercial Club.
Meetings every Monday, 7:30 p. m.

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Sec., Edward Perugini, 172-6 William St.
Note—Letter rate 5 cents. Underpaid matter will not be accepted.

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Sec., Herbert Geo. Schmidt, care The Milwaukee Journal.
Meetings every Tuesday noon.
Luncheon.

MINNEAPOLIS, MINN.
Advertising Forum
Pres., H. B. Craddick, 1003 First National. Soo Line Bldg.
Sec., W. G. McGilvra, Glenwood Inglewood Co.
Meetings semi-monthly, Tuesday, 6:30 p. m.

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Pres., J. Arthur Johnson, 810 Broadway.
Sec., F. W. Foulkes, Stahlman Bldg.
Meetings every Thursday, 12:30 p. m.
Luncheon.

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Neosho Ad Club
Pres., A. C. McGinty.
Sec., Bailey C. Sutherland.
Meetings 2nd and 4th Mondays, 6:30 p. m.

NEVADA, IOWA.
The Nevada Admen's Club
Pres., L. P. Phillips, care Iowa Foundry and Furnace Works.
Sec., R. Lee Black, care The Journal.
Meetings 1st and 3rd Tuesdays, 8 p. m.

NEWARK, N. J.
Newark Advertising Men's Club
Pres., Theo. S. Fettinger, Kinney Bldg.
Sec., Morris F. Scheck, 602 Union Bldg.
Meetings 1st Monday, 12:15 p. m.

NEW HAVEN, CONN.
The New Haven Publicity Club
Pres., M. B. Stone, 116 Church St.
Sec., J. G. Moran, 725 Orange St.
Meetings every Monday noon.

NEW ORLEANS, LA.
The Ad Club
Pres., R. De Montluzin, 901 Maison Blanche Bldg., Canal St.
Sec., Paul Renshaw, care D. H. Holmes Co.
Meetings every Tuesday, 12:30 p. m.
Luncheon.

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Advertising Men's League, R. 811, 200 Fifth Ave.
Pres., Harry Tipper, R. 811, 200 Fifth Ave.
Sec., Fred A. Dibble, R. 811, 200 Fifth Ave.
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Pres., Crosby B. Spinney, care McCall Co., 236 W. Thirty-seventh St.
Sec., L. A. Gillette, care Century Co., 253 Fourth Ave.
Meetings every Monday, 12:30 p. m.
Luncheon
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Pres., F. St. John Richards, Tribune Bldg.
Sec., Louis Gilman, World Bldg.

NORFOLK, VA.
Norfolk Ad Club
Pres., R. E. Turner, Fazwell St.
Sec., W. E. Hermance, Arcade Bldg.
Meetings every Thursday, 1 p. m.

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Pres., Frank Hoopes, care Daily Oklahoman.
Sec., John W. Newbern, Scott-Halliburton Co.
Meetings every Wednesday noon.

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Olean Ad Club
Pres., C. W. Fanning.
Sec., T. J. Shaffer.
Meetings 1st Fridays, 8 p. m.

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Sec., M. S. Binney, care Darlow Adv. Co.
Meetings 1st and 3rd Tuesdays.

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Pres., E. E. Soules, Illinois Traction System.
Sec., J. M. Smithson, Peoria Engraving Co.

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Pres., Robert H. Durbin, care Strawbridge & Clothier.
Sec., Theo. E. Ash, Bulletin Bldg.
Meetings 1st Tuesdays, 1 p. m.

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Pres., V. E. Hanny, care Vic Hanny Co.
Sec., S. H. Robertson, care Phoenix Eng. Co.

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Pres., Joseph E. Stevenson, The Alling & Cory Co., Keenan Bldg.
Sec., Chas. A. Holmes, 1000 Keenan Bldg.
Meetings every Tuesday, 12:15 p. m.

PLYMOUTH, MASS.
Plymouth Advertising Club
Pres., Morton S. Kimball, Plymouth Cordage Co.
Sec., C. S. Robinson, 46 Allerton St.
Meetings 2nd and 4th Tuesdays, 8 p. m.

PORTLAND, ME.
Portland Advertising Men's League
Pers., Percy S. Ackerman, 24 Forest Ave.
Sec., Vernon H. Adams, Box 51, Cape Cottage, Me.
Meetings monthly, Wednesdays, 8 p. m.

PORTLAND, ORE.
Ad Club
Pres., Geo. L. Baker, City Hall.
Sec., W. D. Whitcomb, care Whitfield, Whitcomb & Co., 316 Commercial Club Bldg.
Meetings every Wednesday noon.

PROVIDENCE, R. I.
Town Criers of Rhode Island
Chief Crier, Joseph S. Gettler, care Outlet Co.
Scrivener, William G. Roelker, Journal Bldg.

READING, PA.
Reading Ad Club
Jres., Jno. B. Dampman, 501 Colonial Trust Bldg.
Sec., Theo. W. Davis, care C. K. Whitner & Co.

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Richmond Advertisers' Club
Pres., E. L. Layfield, Massey Business College.
Sec., Stacy F. Garrett, care Whitmore & Garrett, Inc.
Meetings every Thursday 1 p. m.

ROCHESTER, N. Y.
Rochester Ad Club
Pres., C. W. Campbell, East Main St.
Sec., C. S. Lyman, 75 State St.

ROSALIA, WASH.
Rosalia Ad Club
Pres., H. E. Roberts.
Sec., C. A. Lynch.
Meetings semi-monthly, Thursday.

SACRAMENTO, CAL.
Sacramento Ad Club
Pres., T. A. Cody, care Sacramento Bee.
Sec., E. A. Shoemaker, P. O. Box 967.
Meetings every Wednesday, 12:15 p. m.

ST. LOUIS, MO.
Advertising Club of St. Louis
Pres., W. S. Donaldson, Seventh and Elm Sts.
Sec., E. S. Pearl, 217 S. Eighth St.
Meetings every Tuesday, 12:30 p. m.

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Town Criers' Club
Pres., C. E. Lawrence, care Finch-Van Slyck & McConville.
Sec., Elliott C. Hensel, care C. Gotzain Co.
Meetings every Wednesday noon. Luncheon

SALT LAKE CITY, UTAH.
Advertising Club of Salt Lake
Pres., Albert Merrill, 328 W. Second Street.
Sec., T. A. Hooper, 44 E. South Temple St.
Meetings every Monday noon.

SAN DIEGO, CAL.
The Ad Club of San Diego
Vice-Pres., Stanley Hale, 209 Owl Bldg.
Sec., Austin W. Cordtz, 447 W. Broadway.
Meetings every Wednesday noon.

SAN FRANCISCO, CAL.
Advertising Association of San Francisco
Pres., Louis A. Colton, 534 Battery Street.
Sec., Frederic S. Nelson, 121 Post St.
Meetings every Wednesday noon.
Class Advertising Association
Pres., C. H. Tallant, 817 Rialto Bldg.
Sec., J. W. Watrous, 460 Fourth St.
Meets for luncheon every Thursday at Press Club.

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Seattle Ad Club
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Sec., W. H. Horsley, care Constantine Adv. Agency.

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Shreveport Ad Club
Pres., Jas. E. Cowles.
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Sec., E. L. Potter, care Potter Bros., South Bend, Ind.

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Spokane Ad Club
Pres., Howard S. Clemmer, Clemmer Theater.
Sec.-Treas., R. C. Steeple, Doerr-Mitchell Electric Co.
Meetings every Wednesday, 12 noon.

SPRINGFIELD, MASS.
The Publicity Club
Pres., Harry H. Caswell, 75 Temple Street.
Sec., Robert F. Wood, care Springfield Republican.
Meetings every Tuesday, 12:15 p. m.

SPRINGFIELD, OHIO.
The Advertisers' Club of Springfield
Pres., W. W. Mumma, care Robbins & Meyers Co.
Sec., H. E. Gorsuch, 1117 Clifton Ave.
Meetings every Wednesday noon.

SPRINGFIELD, ILL.
Springfield Ad Men's Club
Pres., John G. Keplinger, care Illinois Watch Co.
Sec., W. J. Horn, 827 E. Adams St.
Meetings every Thursday, 12:15 p. m. Luncheon.

SYRACUSE, N. Y.
Syracuse Advertising Men's Club, club-rooms, 215 S. Warren St.
Pres., Jerome D. Barnum, care Post Standard.
Sec., Aime Messe., 321 Montgomery St.
Meetings last Mondays.

TOLEDO, OHIO.
Toledo Advertising Club
Pres., John W. Angle, Lasalle & Koch Co.
Sec., Maurice Elgutter, Nicholas Bldg.
Meetings every Wednesday, 12:15 p. m.

TORONTO, CANADA.
Toronto Ad Club
Pres., C. E. Potter, City Dairy Co.
Hon. Sec., Noble Scott, 34 Colbone St.
Club rooms, 104 Yonge St.
Luncheon every day 12:30 p. m.
Meetings every Tuesday noon.

TRENTON, N. J.
Adcraft Club
Pres., John F. Spicer, care Thos. Maddock Sons' Co.
Sec., Sidney Newell, care R. C. Maxwell Co.

TUCSON, ARIZ.
The Luncheon Club of Tucson
Pres., J. E. Owen, 702 N. Sixth St.
Sec., Chas. J. Shearer, Citizens Bldg.
Meetings every Friday, 12 noon.

UTICA, N. Y.
Utica Ad Club
Pres., W. A. Semple, 2 Steuben Park.
Sec., John E. Peters, 237 Bleecker St.

WACO, TEXAS.
The Waco Advertisers' Club
Pres., C. B. Harmon, 518 Austin St.
Sec., T. H. Jackson, care Central Texas Exchange Trust Co., Real Estate Dept.

WATERLOO, IOWA.
Town Criers Adv. Club
Pres., Harry Kiester, care Wm. Galloway Co.
Sec., Harry Shaw, care Times-Tribune.
Meetings every Thursday, 6 p. m.

WHEELING, W. VA.
The Wheeling Ad Club
Pres., John H. Rennard, 1022 Schmulbach Bldg.
Sec., Harold A. Moore, 414 Schmulbach Bldg.
Meetings 1st Tuesdays, 8 p. m.

WINNIPEG, MAN., CANADA.
Winnipeg Advertising Association
Pres., Gordon E. Hunter, care J. J. Gibbons Agency, 404 Tribune Bldg.
Sec., G. A. Marshall, care Nor' West Farmer.
Meetings weekly, club rooms, 62 Albert St.

WINSTON-SALEM, N. C.
North Carolina Ad Men's Club
Pres., Hon. Elias Carr, Raleigh, N. C.
Sec., J. Hampton Rich, Winston-Salem, N. C.

WORCESTER, MASS.
Worcester Publicity Association
Pres., Albert B. Fritts, care Norton Co.
Sec., Roe M. Spencer, 25 Foster St.
Meetings semi-monthly, Wednesdays, 12:15 p. m.

YOUNGSTOWN, OHIO.
Youngstown Adv. Club
Pres., H. H. Wickham, Wick Bldg.
Sec., P. L. Frailey, 509 Stamaugh Bldg.

Affiliated Associations of Advertising Agents.
Pres., Stanley Clague, care Taylor-Critchfield-Clague Co., Chicago, Ill.
Sec., G. C. Sherman, care Sherman & Bryan, New York City.

Index by Vocations

Advertising Agents, General.

Ackerman, Ernest, 811 Security Bank Building, Minneapolis, Minnesota.
Ash, Theodore E., Bulletin Building, Philadelphia, Pennsylvania.

Bellatty, Charles E., 44 Federal Street, Boston, Massachusetts.
Besack, William H., 811 Lathrop Building, Kansas City, Missouri.
Benjamin, Charles L., 2915 Wells Street, Milwaukee, Wisconsin.
Blum, Charles, 608 Chestnut Street, Philadelphia, Pennsylvania.
Breitenbach, Harry P., Kresge Building, Detroit, Michigan.
Brooks, Sidney M., 808 State Bank Building, Little Rock, Arkansas.
Buck, Glen, Michigan Boulevard Building, Chicago, Illinois.
Buckley, Homer J., 605 South Clark Street, Chicago, Illinois.
Buswell, James H., Otsego, Michigan.

Chandler, Cleaveland A., 35 Congress Street, Boston, Massachusetts.
Chippelow, Branch Earl, International Life Building, St. Louis, Missouri.
Clague, Stanley, Brooks Building, Chicago, Illinois.

D'Archy, William C., International Life Building, St. Louis, Missouri.

Ferry, Wallace J, 519 Commerce Building, Kansas City, Missouri
Finney, Frany, 171 Madison Avenue, New York City.
Foley, Richard A., Bulletin Building, Philadelphia, Pennsylvania.
Fuller, Fred R., 1230 Engineers Building, Cleveland, Ohio.

Gerlach, Theodore R., 620 Western Avenue, Joliet, Illinois.
Goodwin, H. C., 132 Rockingham Street, Rochester, New York.
Green, Carl M., Free Press Building, Detroit, Michigan.
Gundlach, E. T, Peoples Gas Building, Chicago, Illinois.

Hannah, Henry King, 277 Broadway, New York City.
Hardenburg, H. B., 60 Washington Street, Brooklyn, New York.
Heegstra, H. Walton, 19 South La Salle Street, Chicago, Illinois.
Hopkins, Claude C., 5 South Wabash Avenue, Chicago, Illinois.
Humphrey, Henry Bauer, 44 Federal Street, Boston, Massachusetts.

Irish, Paul T., Farwell Building, Detroit, Michigan .

Jacobs, James Ferdinand, Clinton, South, Carolina.
Johns, William H., 381 Fourth Avenue, New York City.
Joseph, Jesse M., 701 Union Central Life Insurance Building, Cincinnati, Ohio.

Kehler, James Howard, 5 South Wabash Avenue, Chicago, Illinois.
Kelley, Martin V., Second National Bank Building, Toledo, Ohio.
Kimball, Ingalls, 11 East Thirty-sixth Street, New York City.

McCann, Harrison K., 61 Broadway, New York City.
Mahin, John Lee, Monroe Building, Chicago, Illinois.
Martin, Mac, Security Building, Minneapolis, Minnesota.
Massengale, St. Elmo, Candler Building, Atlanta, Georgia.
Moffatt, James Renwick, 921 Munsey Building, Baltimore, Maryland.
Morgan, John J., Publicity Building, Boston, Massachusetts.
Mulford, Ren J., Commercial Tribune Building, Cincinnati, Ohio.

Nemeyer, Paul M., Court Theater Building, Wheeling, West Virginia.
Nesbit, Wilbur D., 104 South Michigan Avenue, Chicago, Illinois.
Norman, T. E. F., 310 First National Bank Building, New Haven, Connecticut.

Osborn, Alex. F., 1280 Main Street, Buffalo, New York.

Porter, DeForest, 12 Roote Building, Buffalo, New York.
Pratt, Lewellyn E., Candler Building, Times Square, New York City.
Pratt, Louis A., 1926 Ford Building, Detroit, Michigan.

Rennard, John H., 603 North Front Street, Wheeling West Virginia.
Renfrew, John, 920 Santee Street, Los Angeles, California.

Richards, Joseph Addison, 9 East Fortieth Street, New York City.
Ruthrauff, W. B., 450 Fourth Avenue, New York City.
Seelye, Warren O., Farwell Building, Detroit, Michigan.
Sidener, Merle, 1206 Merchants Bank Building, Indianapolis, Indiana.
Simpson, H. Prescott, 1900 Euclid Avenue, Cleveland, Ohio.
Stalker, Herbert H., 633 Nasby Building, Toledo, Ohio.
Steele, Charles M., 901 Free Press Building, Detroit, Michigan.
Stewart, Samuel Chandler, 1402 Kesner Building, Chicago, Illinois.
Vreeland, E. E., 344 West Thirty-eighth Street, New York City.

Advertising Agents, Financial.

Craddick, Harry B., 1003 First National-Soo Building, Minneapolis, Minnesota.
Ingraham, Alexander Miller, 626 Columbia Building, Cleveland, Ohio.
Morrison, Francis R., 1212 Citizens Building, Cleveland, Ohio.
Robbins, Harry D., 43 Exchange Place, New York City.

Advertising Agents, Outdoor.

Briggs, A. M., Peoples Gas Building, Chicago, Illinois.
Bryan, Charles F., 2120 East Nineteenth Street, Cleveland, Ohio.
Frost, E. Allen, 29 South La Salle Street, Chicago, Illinois.
Morton, Henry, 222 South Howard Street, Baltimore, Maryland.
Mulford, Ora J., 83 Fort Street West, Detroit, Michigan.
Pratt, Samuel, 200 Fifth Avenue, New York City.
Rowe, Frank H., 11 East Wellington Street, Toronto, Canada.
Shoemaker, John E., 202 Fourteenth Street N. W., Washington, D. C.

Advertising Service, Special, "Free Lance."

Adams, Samuel Hopkins, Ensenore, New York.
Baker, William Henry, 1020 Engineers Building, Cleveland, Ohio.
Davis, Samuel A., 10207 South Boulevard, Cleveland, Ohio.
Dreier, Thomas, care University Press, Cambridge, Massachusetts.
Eytinge, Louis Victor, Florence, Arizona.
Fowler, Nathanial Clark, Jr., 1302 Commonwealth Avenue, Boston, Massachusetts.
Frederick, J. George, 261 Broadway, New York City.
French, George, Glen Ridge, New Jersey.
Gillam, Manley M., 110 West Thirty-fourth Street, New York City.
Hunter, Colonel William C., Waldheim Building, Kansas City, Missouri.
Lewis, E. St. Elmo, 113 Fort Street West, Detroit, Michigan.
Lippman, Charles R., 37 East Twenty-eighth Street, New York City.
Sisson, Wesley, 120 West Thirty-second Street, New York City.
Trowbridge, Charles Reese, Mishawaka Trust Building, Misawaka, Indiana.
Wadsworth, Gerald B., 120 West Thirty-second Street, New York City.
Wallen, James, Chippewa and Georgia Streets, Buffalo, New York.
Westall, Carroll, care University Press, Cambridge, Massachusetts.

Civic Publicity Directors.

Bowles, Joseph L., 422 South Gay Street, Knoxville, Tennessee.
Manss, William H., Continental Building, Baltimore, Maryland.
Norwood, Irving C., 129 Denison Avenue, Davenport, Iowa.

Quarles, Edwin L., Board of Commerce, Lexington, Kentucky.
Steele, H. Wirt, City Club, Baltimore, Maryland.
Trefz, Edward Frederick, 10 South La Salle Street, Chicago, Illinois.

College Professors.

Cherrington, Paul Terry, care Harvard University, Cambridge, Massachusetts.
Hollingworth, Harry L., care Columbia University, New York City.
Hotchkiss, George Burton, care New York University, New York City.
Parsons, Frank Alvah, care New York School of Fine and Applied Arts, New York City.
Scott, Walter Dill, care Northwestern University, Evanston, Illinois.
Starch, Daniel, care University of Wisconsin, Madison, Wisconsin.
Strong, Edward Kellogg, Jr., care George Peabody College for Teachers, Nashville, Tennessee.

Directors of Publicity.

Adams, Gridley, 1826 Diversey Boulevard, Chicago, Illinois.
Aiken, John Gayle, Jr., 2427 Camp Street, New Orleans, Louisiana.
Allen, John Kermott, Falmouth and St. Paul Streets, Boston, Massachusetts.
Anderson, Lee, care Hupp Motor Car Company, Detroit, Michigan.
Appel, Joseph H., care John Wanamaker, New York City.

Babcox, Edwin S., 55 Marshall Avenue, Akron, Ohio.
Baldwin, Horace E., 224 Collins Street, Joliet, Illinois.
Barstow, Ralph Merrill, 157 Mulberry Street, Rochester, New York.
Bates, Charles Austin, 334 Fifth Avenue, New York City.
Black, Frank Adolphus, care William Filene's Sons Company, Boston, Massachusetts.
Black, Morris A., 1912 Superior Avenue, Cleveland, Ohio.
Blake, Frank D., care John Deere & Company, Moline, Illinois.
Bolles, Frank G., 881 Rand McNally Building, Chicago, Illinois.
Bramley, Herbert Wright, 250 Main Street East, Rochester, New York.
Brown, Henry C., 1721 Memorial Avenue, Philadelphia, Pennsylvania.
Brownell, Charles A., care Ford Motor Company, Detroit, Michigan.
Burpee, W. Atlee, 485 North Fifth Street, Philadelphia, Pennsylvania.

Campbell, Clarence Wesley, 110 Main Street East, Rochester, New York.
Campbell, William Hunt, care Duffy-Powers Company, Rochester, New York.
Carson, Oswald Beaumont, Southbridge, Massachusetts.
Caswell, Harry H, 75 Temple Street, Springfield, Massachusetts
Chaney, Albert Garner, 1421 Pocahontas Street, Dallas, Texas.
Cherry, Walter Barnes, 409 University Avenue, Syracuse, New York.
Christian, Eugene, 213 West Seventy-ninth Street, New York City.
Clegg, Sherman D., Wheeling, West Virginia.
Clark, C. H., 550 East Cassilly, Springfield, Ohio.
Clement, Lewis H., care Whitney & Currier Company, Toledo, Ohio.
Cline, Elmer L., care Taggart Baking Company, Indianapolis, Indiana.
Cohn, Ernest, care Kahn Tailoring Company, Indianapolis, Indiana.
Coleman, George W., 354 Congress Street, Boston, Massachusetts.
Crockett, Arthur J., 85 Broad Street, Boston, Massachusetts.

DeBower, Herbert F., 20 West Jackson Boulevard, Chicago, Illinois.
DeWeese, Truman A., care The Shredded Wheat Company, Niagara Falls, New York.
Dean, Tunis Ferdinand, 221 West Center Street, Baltimore, Maryland.
Dobbs, Samuel andler, care Coa Cola Company, Atlanta, Georgia.
Drysdale, K. P., care Cadillac Motor Car Company, Detroit, Michigan.
Dunphee, Henry W., care President Suspender Company, Shirley, Massachusetts
Durbin, Robert Holmes, care Strawbridge & Clothier, Philadelphia, Pennsylvania

Ellis, Guy W., 70 Washington Boulevard, Detroit, Michigan.
Erickson, Alfred W., 381 Fourth Avenue, New York City.
Erskine, Frank L., 293 West Elm Street, Brockton, Massachusetts.

Florea, P. S., 803 Merchants Bank Building, Indianapolis, Indiana.
Fowler, Richard C., care Detroit City Gas Company, Detroit, Michigan.
Fowler, Robert E., 1213 West Sixth Street, Cleveland, Ohio.
Frailey, Len M., 32 North Front Street, Camden, New Jersey.
Frye, W. Philip, 15 Irving Street, Worcester, Massachusetts.

Galloway, William, Waterloo, Iowa.
Gauss, Frank L., care Sterling Gum Company, Long Island City, New York.
Glenn, Howard D., care Detroit Stove Works, Detroit, Michigan.
Gunts, E. Lyell, 1511 Guilford Avenue, Baltimore, Maryland.

Hamilton, L. F., 1802 Frick Building, Pittsburgh, Pennsylvania.
Hammesfahr, A. C. G., care Collier's Weekly, New York City.
Hand, Ora P., Rockford, Illinois.
Harn, Orlando Clinton, care National Lead Company, New York City.
Harris, James Armstrong, Jr., care The White Company, Cleveland, Ohio.
Harvey, R. Winston, care Craddock-Terry Company, Lynchburg, West Virginia.
Hawkins, G. H. E., 220 South State Street, Chicago, Illinois.
Helm, George Eckel, 1511 Laurel Avenue, Knoxville, Tennessee.
Hopkins, George Willard, care Loose-Wiles Biscuit Company, Long Island City, New York.
Horlick, William, care Horlick's Malted Milk Company, Racine, Wisconsin.
Huntington, Raymond Edwards, care Alden Speare's Sons Company, Boston, Massachusetts.

Ingersoll, William H., care Robt. R. Ingersoll & Brother, New York City.
Ingram, Frederick F., 409 Lafayette Boulevard, Detroit, Michigan.

Johnston, T. H., care Knoxville Knitting Mills Company, Knoxville, Tennessee.
Jones, Lewis B, 343 State Street, Rochester, New York.

Kling, Leroy A., care Wheeling Mold & Foundry Company, Wheeling, West Virginia.
Knox., J. S., 308 Illuminating Building, Cleveland, Ohio.

Lee, Benjamin Griffin, care The Dayton Company, Minneapolis, Minnesota.
Lennen, Philip W., care The Royal Tailors, Chicago, Illinois.
LeQuatte, T. W., care Successful Farming, Des Moines, Iowa.
Lord, Edwin B., care Lord Manufacturing & Merchandising Company, Joliet, Illinois.
Lytle, J. Horace, 804 U. B. Building, Dayton, Ohio.

McKinney, George Franklin, Eleventh and Locust Streets, Kansas City, Missouri.
McQuiston, J. C., care Westinghouse Electric & Manufacturing Company, Pittsburgh, Pennsylvania.
Malone, William R., 35 Nassau Street, New York City.
Mansfield, E. G., 375 Ellicott Street, Buffalo, New York.
Marcy, Grosvenor DeWitt, 246 Summer Street, Boston, Massachusetts.
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